The Lodge Turns 10

2019 marks the 10th anniversary of our Lodge’s opening. We’ll be honoring this milestone with exciting events and special promotions throughout the year.

Events Calendar & Anniversary Celebrations

Primland Racing Experience
September 22-24
2019 marks the 10th anniversary of the Lodge's opening. Primland will be honoring this milestone with exciting events and special promotions throughout the year, including a celebration dinner on August 29th — 10 years to the day of the Lodge's official opening.

Though 2009 saw the Lodge’s doors open, it began to take shape in the mind of Primland’s founder, Mr. Didier Primat, in 2003 as he discussed designs for the new golf course Donald Steel was creating for Primland. They envisioned a lodge as a center point for the golf course, offering panoramic views of the mountains.

Architectural firm CMMI Design was contracted to design the lodge with the concept to be a luxury lodge with a natural, simple look — an elegant design that was warm, comfortable and welcoming. The firm assimilated elements from rural Virginia to work in harmony with the natural features from the region.

The most obvious example of this is the Lodge’s silo, which represents the farms in the area, but is actually home to the Pro Shop, the luxury Pinnacle Suite and the Observatory (a direct nod to Mr. Primat’s love of astronomy). The natural recycled wood and slate from the region also complements Primland’s setting.

2019 is going to be a busy, exciting year on the mountain. We invite you to join us throughout the coming year for the different events and activities we have planned. Please continue to check on our website or follow us on social media as more events will be added throughout the year. Our Family Fun program is back again for both Spring Break and the summer months along with the Crooked Road Music programs at Stables Saloon.

We look forward to seeing you on the mountain and enjoying all that Primland has to offer.

Best,
Steve Helms, Vice President

A Centerpiece Fit for a Spectacular Natural Setting: The Lodge at Primland Turns 10

 Celebrating The Lodge’s 10th ANNIVERSARY

Mark your calendars for August 29th, the original opening date of the Lodge.

Please join us for a formal dining event as we celebrate 10 years with guests, team members, partners, clients and many more who have been a part of the Primland family for the past 10 years.

Stories will be told; images will be on display; memories will be shared. It will be a special evening on the mountain, and we would love for you to be a part of this celebration.

For more information, please contact our Guest Experience Coordinator at 276.222.3829.

Our family is proud of what Primland has grown into and the experience we have created here. What is even more special is that most of our employees have seen Primland transform over the years, and they have been with us for so many years. We are very proud of all of them as they learn new jobs along the way.

HAROLD PRIMAT – PRESIDENT

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February
Oyster Month at Primland
Enjoy the bounty of Virginia’s waters by sampling a variety of oyster offerings in our restaurants throughout the month.

February 6-8: Purdey Shoot at Primland
Join Primland and Purdey, the official gun & rifle makers of the Royal Family for an exclusive European Style Driven Shoot. Space Limited.

Valentine’s Day
February 14
Bring your Valentine to Primland for a romantic celebration.

Red Bordeaux Wine Tasting
February 16
A unique experience sampling wines from regions surrounding the Gironde River. Come away with a greater appreciation of the red wines of Bordeaux. 4 pm / $35 pp.

March
St. Patrick’s Day Celebration
March 16
An evening of live Irish music by Duada and St Patrick’s Day themed cocktails.

Spring Equinox Celebration
March 20-21
Welcome the 1st day of spring with “new beginnings” events & promotions.

Greek Wine Dinner
March 23
Explore the grapes and regions of this ancient country together with a Greek-inspired culinary experience. $95 pp.

Fly Fishing Weekend
March 23-25
Join us on the waters of Primland for a weekend of fly fishing with our fishing experts — enjoyable for novices and experts.

Come Fly A Kite
March 30
Join us for a day of kite flying on the mountain — kite building and activities for everyone!

Fairy Doors’ Trails Open
March 31
Children will be enchanted to hike through the forest to discover the magical world of fairies and woodland creatures.

April
Spring Gobbler Season begins through May

Signature Spa Retreat
April 5-7
A weekend of Native American healing rituals, yoga and meditation to revitalize mind, body and spirit.

Spring Break Family Fun Weeks
April 13-28
Family activities to enjoy together.

Oregon Wine Pairing Dinner
April 13
An evening enjoying wines of the Oregon region paired with Pacific Northwest cuisine.

Easter Bunny Tea and Egg Hunt
April 20

Easter Brunch
April 21

May
Mountain Bike Trail Ride
May 4
Celebrate the opening of our new mountain bike trail.

Celebrate Mom Week
May 6-12
Join us for our promotions and activities to celebrate Mom all week.

Women’s Golf Getaway
May 10-11
Golfers enjoy the game of golf — instruction and fun competition.

Mother’s Day Brunch
May 12

June
Summer Family Fun Activities Through Labor Day Weekend

Second Annual Big Ivy Gran Fondo
June 2
Join us for the charity ride on one of the challenging 14/33/52/75 mile routes through the Blue Ridge Mountains.

Crooked Road Music Weekend
June 7-9
A weekend of food, moonshine, fun & fiddling at Stables Saloon with Carson Peters & Iron Mountain and others.

Cooking and Mixology Class
June 20
Join our Culinary and Mixologist team for a summer cooking experience.

Summer Solstice Celebration
June 21
Spend the 1st day of summer and longest day of the year with us.

Moonshine Tasting at the Old Home Place
June 22

Horse Trail Ride
June 30
Bring your horse and join us on our trails through the mountains.

July
Fourth of July Celebration and Native American Weekend
July 4-7
Celebrate summer with us.

5k Summer Run
July 5

Cooking and Mixology Class
July 13
Join our Culinary and Mixology team for a BBQ cookout class.

Clubs and Clay Event
July 20
Enjoy a day of fun, competitive golf and clay shooting.

Floyd Fest
July 24-29
A five-day world music and arts festival held annually near the Blue Ridge Parkway featuring adventure, vendors, food, beers and more than 100 artists on eight+ stages.

Moonshine Tasting at the Old Home Place
July 27

For more information, please contact our Guest Experience Coordinator at 276.222.3829 or visit our website for additional events and activities throughout the year.
**August**

It's peach season in southwest Virginia! Enjoy the various peach delicacies at Primland throughout the month.

- **Jay Haas Golf Skills Challenge**
  August 10
  Join Jay Haas, PGA Champion and Primland Ambassador, for golf instruction and fun competitive golf challenges.

- **RTV Trail Ride Event**
  August 18
  Bring your recreational terrain vehicle and join us for the afternoon on our trails throughout the property.

- **The Lodge's 10th Anniversary Celebration Dinner**
  August 29
  Join us in celebration of the opening of the Lodge with a formal dinner, special guests and an evening of memories and entertainment.

- **Labor Day Weekend**
  August 30 - September 2
  Please come and celebrate the end of summer with us.

**September**

Whitetail deer season begins September 1 through April 30.

- **5k End of Summer Run**
  September 1

- **Blue Ridge Vineyard Tasting**
  September 13
  Enjoy an evening with Winston Bakes’ vineyard tour and taste their wines.

- **Fly Fishing Weekend**
  September 13-16
  Enjoy fly fishing instruction on the waters of Primland – great for all ages and experience.

- **Primland Racing Experience**
  September 22-24
  The 6th Annual Racing Experience Weekend with racing champions, Harold Primat and Tom Kristensen, at Virginia International Raceway and Primland.

- **Spa Weekend**
  September 27-29
  A weekend of experiencing the outdoors to enhance a healthy mind, body and soul.

**October**

Whitetail deer season begins through January.

- **Apple season in southwest Virginia!**
  Come and enjoy them at Primland.

- **Colours of the Mountain Hikes**
  Every Monday and Friday at 10am

- **Spooky Trail Hikes**
  October 25-31

- **An Evening of Storytelling**
  October 26
  Enjoy folklore & mountain stories around the fire.

- **Halloween Ball**
  October 31
  Dress up and have a ghoul of a time at Primland!

**November**

- **Colors of the Mountain Hikes**
  Every Monday and Friday at 10am

- **Orvis’ Women’s Cast and Blast**
  November 8-10
  Join Orvis and Primland for a weekend of fly fishing and clay shooting fun.

- **Veteran’s Day**
  November 11
  Veterans play golf for $75.

- **Thanksgiving and Native American Celebration**
  November 27-30
  Join us for food, wine and activities throughout the holiday.

- **Thanksgiving Dinner**
  November 28

**December**

- **Winter Restoration at the Spa**
  December 6-8
  Restore all senses for the beginning of the winter season.

- **Christmas Mountain Decoration Workshop**
  December 7
  Learn to create natural holiday decorations from foliage on the mountain (or your backyard).

- **Twelve Days of Christmas**
  December 13-24
  Each day leading up to Christmas, join us for festive holiday events and celebrations.

- **Christmas**
  December 25

- **New Year’s Eve Gala**
  December 31

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**Primland.com 888.960.7746**
for your next meeting, look beyond the ordinary

When you want your meeting to engage and inspire attendees, the natural choice is Primland. Where else can you find every modern comfort in a secluded mountain setting with 12,000 pristine acres? Please contact sales@primland.com.

**COMMAND THE TRACK WITH RACING LEGENDS**
**TOM KRISTENSEN & HAROLD PRIMAT**

The Primland Racing Experience

**SEPTEMBER 22-24, 2019**

Join nine-time Le Mans winner Tom Kristensen and elite endurance competitor Harold Primat for a once-in-a-lifetime event, an all-day driving thrill at Virginia International Raceway with a two-night stay at Primland.

Contact Rebecca Westmoreland at 276.222.3837 / Rebeccawestmoreland@primland.com

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**got engaged at Primland?**

We’re celebrating 10 years of Love in the Mountains

If you became engaged at Primland, we want to hear about it. We are planning an evening under the stars, celebrating your special occasion with these special couples.

Please send your story, photos and contact information to Alex Cochran at acochran@primland.com by May 1, 2019.

**Find us on social media**

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**Our Partner Brands**

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**“#1 in the South. #5 in the U.S. #70 in the World.” – Travel+Leisure’s World’s Best Awards 2018**