



## WHAT'S NEW IN WINSTON-SALEM, NC

As a North Carolina city of arts and innovation, Winston-Salem is a feast for the thinking traveler. Evolved from its traditional Moravian, tobacco, and textile roots into a thriving city gaining popularity as the gateway to the Yadkin Valley wine region, North Carolina's first and largest American Viticultural Area (AVA), Winston-Salem is a city that boasts a rich history and impressive culinary scene reflective of its Southern heritage. Learn more at [VisitWinstonSalem.com](https://www.visitwinstonsalem.com).



### AN ART FILLED WEEKEND

Winston-Salem is home to the first arts council in the U.S., and is renowned for its dedication to visual arts, theater, music, dance, and more — an intriguing combination that makes the state's fifth largest city a favorite destination for an eclectic group of travelers. The biennial **National Black Theatre Festival (NBTF)** returns this year for its 17th season. **Reynolda House Museum of American Art**'s newest exhibit, "Black is Beautiful: The Photography of Kwame Braithwaite," (Feb. 5 – May 8) dons the walls of the 1917 home turned museum of tobacco baron R.J. Reynolds and wife, Katharine. Winston-Salem based **Art-o-mat** turns 25 this year, with hundreds of the iconic, converted cigarette vending machines around the United States — and dozens hidden all over the city. And the city's **Downtown Arts District** brims and pops with sculptures, murals, and public art.

### HISTORIC HOTELS

This city is founded on a rich history and it's easy to see the area's dedication to restoring historic buildings through their impressive line-up of hotel options available around downtown. The **Kimpton Cardinal Hotel**, located inside the historic, 1929 R.J. Reynolds Tobacco world headquarters, is the iconic art deco structure and prototype for the Empire State Building. Just a few blocks from The Cardinal, the Pepper Building, a remarkable, six-story brick building built in 1928, has been transformed into a **Hotel Indigo**. Near Old Salem Museums & Gardens and built in 1837, **The Historic Brookstown Inn** is a charming getaway for couples and families nestled in a former textile mill. And just five minutes from downtown, **The Graylyn Estate** offers guests modern accommodations in a historic residence built in the second largest private residence in N.C.



#### Contacts:

Katlyn Proctor, VWS PR Manager | [katlyn@visitwinstonsalem.com](mailto:katlyn@visitwinstonsalem.com) | 336.529.1997  
Maria Hayworth; Hayworth Public Relations | [maria@hayworthpr.com](mailto:maria@hayworthpr.com) | 386.677.7000 x 1

## THE ROARING '20S IN DOWNTOWN W-S

Bringing back the carefree joy of the Roaring '20s to downtown Winston-Salem, **ROAR** is a 42,000-square-foot dining, entertainment, and event space located in the former Twin City Motor Building. This sophisticated new complex offers two fine dining options, several more casual and eclectic cuisine options in **Fords Food Hall**, boutique bowling, a Full Swing Virtual Golf Simulator, and live entertainment. Don't forget the 90-tap, three-story, self-serve beer and wine wall and rooftop bar boasting unbelievable views of Winston-Salem's skyline.

### THE MORAVIAN CULINARY TRAIL

Winston-Salem offers a virtual culinary trail series that celebrates our deep Moravian food roots — including the more than **one million pounds** of cookie dough baked here each year. The three-part trail starts with those scrumptious Moravian cookies (voted “Oprah’s favorite”), continues with our famous Moravian Chicken Pie (not to be confused with pot pie!), and ends with Moravian sugar cake. Since settling here more than 260 years ago, we’ve seen Moravian influences grow in Winston-Salem. Now, you can enjoy Moravian-inspired delicacies at local bakeries and shops. Even **Foothills Brewing** taps into Moravian traditions with their annual holiday release of Moravian Porter.

### GARDENS & GREEN THUMBERS GALORE

Enjoy history in full heirbloom with a self-guided exploration of Winston-Salem’s lush garden collection dating back more than 260 years. The medicinal garden at **Historic Bethabara Park** is the oldest known medicinal garden in the United States since the Moravians settled here in 1753. Observe 18th and 19th century Moravian vegetable and herb plots at **Old Salem Museums & Gardens** with a stop at the Miksch Garden and Single Brothers’ Garden, an award-winning restoration garden. The philanthropy of Katharine Reynolds lives on at the **Reynolda Gardens**, blooming with the likes of Japanese weeping cherry trees and rose bushes. Nearby **Paul J. Ciener Botanical Gardens** boasts more than 20,000 tulip bulbs, making it the largest spring blub display in the area.

### CRAFT DRAFT CRAWL

As the historic birthplace of N.C.’s first microbrewery distillery and home to Foothills Brewing’s wildly popular Sexual Chocolate, Winston-Salem knows a thing or two about beer. Indulge in brews from the soon-to-be-10 brewery locations on our **Craft Draft Beer Crawl** that also includes **Hoots Roller Bar & Beer Co.** in the historic West End neighborhood along with **Joymongers Barrel Hall**, **Radar Brewing** (and its open-air fermenter) opened its doors in the downtown Industry Hill neighborhood near **Wise Man Brewing**. And **Lesser-Known Beer Co.** is slated to set up shop in the historic West Salem Neighborhood, a stone’s throw from Old Salem Museums & Gardens, later this spring.

### THE LATEST & GREATEST

#### **RiverRun International Film Festival**

Celebrating 24 years this year, **RiverRun International Film Festival** (April 21-30, 2022) is one of the fastest-growing regional film festivals in the U.S. and a premier film festival in the Southeast. This Academy Award-qualifying film festival showcases a variety of narrative, documentary, student, animated, and short films from all genres. Screenings and events are held in different venues all over the city.

#### **Salem Academy & College Turns 250**

This year’s 250th anniversary of **Salem College and Academy**, the oldest educational institution for girls and women in the United States, gives its hometown a perfect opportunity to celebrate a strong history of women leadership. To further promote the strong women entrepreneurial spirit in the city, Winston-Salem now offers a **Women Waymakers Trail**, an enriching path around the city, learning about the influential women that left their mark — and those that carry the torch today.

#### **SAVE THE DATE:**

#### **National Black Theatre Festival**

Aug. 1-6, 2022

Returning to the Winston-Salem stage for its **17th season**, the biennial **NBTF** is the only theater festival in the country offering six consecutive days of professional theater — why many consider the city the **“black theater holy ground.”** The festival brings more than 60,000 attendees. Late founder Larry Leon Hamlin started the festival in 1989 with the support of the late **Dr. Maya Angelou**, who served as the festival's first chairperson.

