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FOR IMMEDIATE RELEASE

THE INN STORE IS NOW OPEN, JUST IN TIME FOR THE HOLIDAYS!

The Boar's Head Inn Store...an exceptional shopping destination.

Charlottesville, Virginia, November 20, 2009: Located across from the resort, the *new* Boar's Head Inn Store carries everything from collectable Christmas ornaments to Forté Teas. We sell Virginia wine, wine filled chocolates, hand painted wine glasses. The **Inn Store** carries both UVA and Boar's Head logo clothing for all ages. We have men's and women's clothes, jewelry and accessories in a variety of styles, from casual wear to attire fit for a cocktail party or your special event. The Boar's Head **Inn Store** carries some of the **best** designer labels and we only stock a limited number of the same item!

The Boar's Head **Inn Store** has something for everyone on your shopping list. The store is decorated to give your shopping experience a special, boutique feel. It is a great addition to The Boar's Head and the Charlottesville community. Plus, with Thanksgiving, fall graduations, and the Holiday Season, it's the perfect time to save some gas, and make The Boar's Head **Inn Store** your one-stop shopping boutique! Open Monday through Saturday from 9:30am to 6pm and Sunday 9:30 to 2pm. Call (434) 972-7420.

The Boar's Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, children's programs, currently 22,000 square feet of meeting space including our new meeting and social pavilion, and close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information or to make reservations, please call The Boar's Head at 434.296.2181 or 800.476.1988 or visit the resort's web site at www.boarsheadinn.com.

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