



COUNTY OF FLUVANNA

“Responsive & Responsible Government”

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PRESS RELEASE

For Immediate Release

Date:	May 26, 2023
Contacts:	Jennifer Schmack, Economic Development Director 434-591-1921 jschmack@fluvannacounty.org
Headline:	RIVANNA RIVER COMPANY EXPANDS RIVER EXCURSIONS INTO FLUVANNA COUNTY

PALMYRA, VA – Rivanna River Company will launch their newest river experience on Saturday, June 10, 2023. Enthusiasts will begin their adventure at the new Rivanna River Company outpost located at E.W. Thomas Grocery, 13027 James Madison Highway, Palmyra, VA 22963. Paddlers will be shuttled to the Crofton boat launch to begin their float back to the Palmyra boat landing.

The 6.5-mile trip from Crofton to Palmyra on the Rivanna is a peaceful paddle through rural Virginia Piedmont countryside. Beautiful scenery, abundant wildlife, and rich river history make this an enjoyable trip for a wide audience. The Rivanna River Company is offering this “Fluvanna Scenic Float” as its most beginner-friendly half-day paddling trip offering. While there are numerous riffles and a few very small Class 1 rapids, the majority of the trip is placid water over pebble, rock, and sand bottom. In the summer, the water is low and clear, inviting swimming, snorkeling, wading, and fish watching. Numerous pebble beaches and sunny rocks make good places to break, swim, and snack. Participants can select solo or tandem kayaks, tandem canoes, or a “shuttle only” option for those providing their own watercraft. Reservations can be made online on the Rivanna River Company website.

The Rivanna River Company was founded by Sonya and Gabe Silver in 2016 as Charlottesville’s first paddlesports outfitter. The company provides self-guided kayaking, canoeing, standup paddleboarding, and river tubing trips from its home base at 1520 E. High St. Rivanna River Company staff also offer guided trips and custom group programs for numerous organizations such as schools, camps, and clubs, as well as local businesses and nonprofits. The Rivanna River Company hosts numerous public events such as river festivals and outdoor concerts at its riverfront location.

“We have enjoyed tremendous community support in Charlottesville since starting our company,” says Gabe Silver, co-owner of the Rivanna River Company, “Now we are excited to have this opportunity to partner with E. W. Thomas and the County of Fluvanna to bring our services to this beautiful area. We hope to give current river users a convenient shuttle option, while also introducing a new audience to the Fluvanna river experience.”

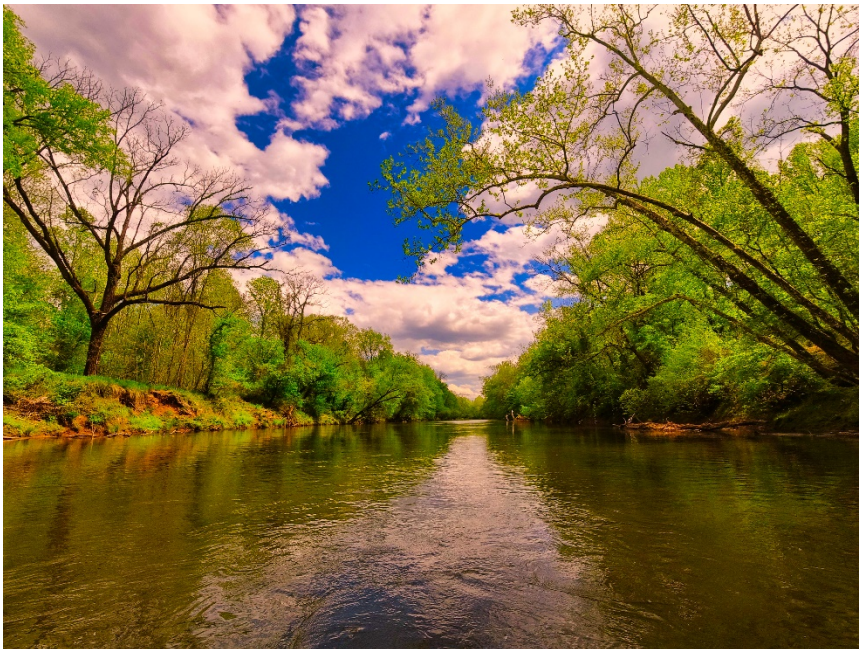
Collaboration between Rivanna River Company and E. W. Thomas Grocery began earlier this year to create the optimal customer experience in Palmyra. Community mainstay, E.W. Thomas Grocery has been family owned and operated since 1926. Best known for their famous fried chicken, they also offer a variety of local produce, fresh flowers and homemade salads and sandwiches. “E.W. Thomas is excited to be a part of this venture with Rivanna River Company and look forward to welcoming folks to Fluvanna,” invites Beth Thomas, owner, E. W. Thomas Grocery. “We hope those new to Palmyra will take the time to enjoy all the village has to offer, and we encourage visitors to extend their visit by exploring a local winery, orchard, restaurant, or shops.”

“Fluvanna has an abundance of rural charm and offers so much for the outdoor enthusiast. In addition to the Rivanna River, the James and Hardware rivers also flow through Fluvanna,” says Jennifer Schmack, Fluvanna County Economic Development Director. “This new collaborative venture with Rivanna River Company highlights the growing awareness of all that Fluvanna holds for anyone who enjoys the outdoors.”

For more information visit www.rivannarivercompany.com.



Picture of Rivanna River Eastward
Credit: Gabe Silver



Picture of Rivanna River at Crofton
Credit: Horace Scruggs

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