



Augusta County

Office of Economic Development

FOR IMMEDIATE RELEASE

August 19, 2015

CONTACTS:

The Factory Antique Mall

Contact: Frank Root

Phone: 540-886-6155

Email: frank@countysideinc.biz

Virginia Tourism Corporation

Contact: Caroline Logan

Phone: 804-545-5572

Email: clogan@virginia.org

Virginia Film Office

Contact: Andy Edmunds

Phone: 804-545-5530

Email: vafilm@virginia.org

Augusta County Economic Development

Contact: Amanda Glover

Phone: 540-245-5613 | 540-487-2482

E-mail: aglover@co.augusta.va.us

The Factory Antique Mall in Verona Declared Largest Antique Mall in U.S.

Over 225 dealers and 120,000 square feet of antiques

VERONA, VA, - The Factory Antique Mall, located in Verona VA, is officially the largest antique mall in the U.S. At 120,000 square feet, the Antique Mall houses over 225 dealers and has recorded record-breaking sales every year since 2008.

“We are thrilled with the growth at the Factory Antique Mall and our new distinction as the largest Antique Mall in the U.S.,” said Frank Root, Founder and President of Countryside Holding Company, which owns and operates

the Factory Antique Mall. “We consider ourselves customer- and dealer-friendly and are excited to see the resulting growth.”

“The Factory Antique Mall is a unique shopping destination and brings in customers from around the U.S.,” added Jason Brinkley, General Manager of the Factory Antique Mall. “Customers are willing to travel hours to visit the mall.”

Opened in 1996, the Factory Antique Mall will celebrate 20 years of business in 2016. Over the years, the Antique Mall has seen an increase in film and television interest in using antiques for props. Recently, the AMC series “Turn,” which focuses on George Washington’s spies during the Revolutionary War, used the Factory Antique Mall as a resource for antique props.

Additionally, the award-winning movie “Lincoln,” starring Daniel Day-Lewis, purchased numerous movie props from the Factory Antique Mall; the movie went on to win Best Production Design at the 2013 Oscars. “Mercy Street,” a new PBS American drama series set in Virginia during the Civil War also used the Mall for set props. This six-part series will air in the winter of 2015-16.

Virginia Film Office Director Andy Edmunds noted, “The Factory Antique Mall has proven to be a superb asset for the film and television industry in the Commonwealth. Our clients appreciate the variety and value they can discover – all under one roof in the beautiful Shenandoah Valley.”

"The Factory Antique Mall provides an amazing experience for visitors to Augusta County, as well as television and film productions," said Rita McClenny, President & CEO of Virginia Tourism Corporation. "The antique mall is an incredible asset for the region, providing exciting opportunities for small businesses and positively contributing to the economy in the Commonwealth as a whole."

“We’re proud to have the Factory Antique Mall in Augusta County,” said Mike Shull, Chairman of the Augusta County Board of Supervisors. “The Antique Mall is a great tourist destination, and we thank the staff and owners for growing the business here in Augusta County.”

“What a great story the Antique Mall can tell,” said Butch Wells, member of the Augusta County Board of Supervisors and representative of the Beverly Manor District where the Antique Mall is located. “The Antique Mall’s ability to bring in national visitors and support the television and film industry is impressive.”

#

About Augusta County, Virginia:

Located in the center of Virginia’s Shenandoah Valley, the area offers a variety of activities and sites for the traveler. Augusta County is home to historic treasures, scenic campgrounds, foodie finds, award-winning wine, an emerging craft beer scene and entries onto both the Blue Ridge Parkway and the Skyline Drive. With over 1.2 million annual visitors, the area’s legendary mountain views, hiking trails and pastoral communities help bring in over \$100 million in travel expenditures. More information at http://augustavabusiness.com/living_here/overview.