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FOR IMMEDIATE RELEASE
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Harmony, North Carolina joins 100-Mile U.S. 21 “3-Day Road Market”

Harmony, North Carolina joins the second annual U.S. 21 “3-Day Road Market” scheduled July 24, 25 and 26, 2015. The road market is a 3-day, multi-state initiative known as “Take a Break from the Interstate”, designed to boost tourism and commerce along U.S. Route 21.

This year’s road market stretches 100 miles on U.S. Route 21 from exit 54 off Interstate 77, northward through Harmony, North Carolina to Wytheville, Virginia. The 3-Day Road Market features hundreds of yard sales, street sales and community events along the historic route.

Joyce Rogers, Mayor of Harmony, encourages residents and travelers to plan a road trip the last full weekend of July and take a break from Interstate 77. "We welcome motorists to explore the panoramic beauty of our countryside in North Iredell and discover local-made products, artisan crafts, collectibles and unique finds throughout the 3-Day Road Market. Treasure seekers will be greeted by our residents and businesses offering yard sales, artisan-crafted edibles and artworks, antiques, collectibles and specialties native to our agriculture and small towns in the Piedmont region. Plan to stay in greater Iredell County and experience a variety of scheduled events throughout the weekend of July 24th, 25th and 26th," said Rogers.

To learn more about the U.S. 21 Road Market, visit TownOfHarmony.org or contact Town of Harmony, 704-546-2339.

A limited number of yellow “Take a Break from the Interstate: US 21” yard signs are available to participants in North Iredell County and may be obtained after registration at TownofHarmony.org/3-DayRoadMarket website page.

Participating 3-Day Road Market communities north of Harmony, NC (Iredell County) include Jonesville, NC (Yadkin County), Elkin, NC (Yadkin County), Sparta, NC (Alleghany County), Independence, VA (Grayson County), Elk Creek, VA (Grayson County) and Wytheville, VA (Wythe County).



The official event website is US21RoadMarket.org.

3-Day Road Market is the last full weekend of July.

July 24 - 26, 2015

To learn more, visit TownOfHarmony.org or contact Town of Harmony, 704-546-2339.

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