



News Release

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The City of Fredericksburg Partners with Traipse To Create New Presidential History and African American Heritage Tours

(Fredericksburg, VA) February 12, 2020 – New walking history tours offer locals and tourists a way to experience area history with a scavenger-hunt twist. The tours and the content within will be managed using Traipse, a free, Staunton, VA-based smartphone app for “puzzle hunt” tours of local history and businesses. Traipse is like virtual geocaching where visitors engage with each location by answering questions that can only be completed by physically being present at each site. Further, at each stop, complementary information is given to visitors allowing them to learn more about the location through articles, photos, and video.

“There are few places that can claim such centuries-spanning American history like Fredericksburg, VA. We are excited to partner with the city to create these unique experiences for people to enjoy and to become more familiar with the area’s rich heritage,” said Austin Auclair, Director of Creative Content at Traipse.

It’s not just about history, however, as more tours for downtown are planned that will highlight locally-owned businesses with an aim to bring additional foot traffic to area merchants.

Danelle Rose, Tourism Services Manager, Economic Development & Tourism in Fredericksburg stated, “We were excited to launch with these two tours. They are free to use and available 24/7 by downloading the app. The Fredericksburg Visitors Center offers numerous guided tours—via our wonderful horse-drawn carriages, trolley tours and guided specialty groups - but we saw a need to provide an option to our residents and visitors who like to explore at their own pace. Using the Traipse app, everyone can get out and experience Fredericksburg’s locally-owned businesses and attractions, while making a fun game that engages the whole family.”

February is Black History Month across the U.S. and here in Fredericksburg our new “African American Heritage of Fredericksburg” tour provides an opportunity learn and reflect. This free, self-guided tour shares some of the African American experience through the history of this city. Visitors will be guided to 14 stops while seeing about local Civil Rights, murals, historic locations such as Shiloh Baptist Church – Old Site and more. Download the Traipse app (available in ios and android), find Fredericksburg and then select the African American Heritage of Fredericksburg tour.

Another new tour is arriving just in time for Presidents' Day, which is Monday, February 17th. Fredericksburg is no stranger to celebrating presidents, especially Washington who lived here and whose mother is buried here. This new "Presidential Fredericksburg" tour includes 13 stops, such as: James Monroe Museum and Memorial Library, Lincoln's Historic Footsteps, Hugh Mercer Apothecary, Thomas Jefferson Religious Freedom Monument, Meditation Rock and more! Download the Traipse app (available in ios and android), find Fredericksburg and then select the Presidential Fredericksburg tour.

ABOUT TRAIPISE

Founded in 2014 and based in Staunton, VA, Traipse is a free smartphone application that leads users on a walking tour of landmarks and local businesses. At each stop on a Traipse tour, users get information about that site and are challenged with a location-dependent riddle or puzzle. Traipse "gamifies" the experience of visiting a tourist attraction or leisure destination, or attending an event while also involving local businesses and organizations. Traipse is freely available for iOS (Apple) and Android devices and can be downloaded at <https://www.traipse.co/fredericksburg>.

ABOUT FREDERICKSBURG, VA

The Fredericksburg area, which includes the City of Fredericksburg and the counties of Spotsylvania and Stafford, is a classic blend of modern life with small town charm. Conveniently located along I-95, between Washington and Richmond, the area features a variety of chef-owned restaurants, numerous art galleries, a wide range of specialty shops, and one of America's most authentic, historic downtowns. For visitor information and online trip planning, visit: www.VisitFred.com. For media information and digital images, visit: www.fredpressroom.com.

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