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For Immediate Release

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FIND Outdoors to Partner with Friends of the Mountains-to-Sea Trail

Glendale Springs, NC – FIND Outdoors, a 48-year-old nonprofit based in Pisgah Forest NC, is partnering with Friends of the Mountains-to-Sea Trail (MST) to encourage the public to explore this incredible resource that showcases the best of North Carolina from the mountains to the coast.

The timing for the collaboration is perfect as September marks the 43rd birthday of the MST. Find Outdoors will kick the partnership into high gear at our newest retail location, the Northwest Trading Post (NWTP) located in Ashe County at mile marker 259 on the iconic Blue Ridge Parkway. The public is invited to register for a free, guided hike on September 19 at 11:00am that will include a history of the Mountains to Sea Trail and birthday cake! In addition, the Trading Post will offer its visitors a chance to “round up” their purchases to the nearest dollar through the first week of October to provide donations towards trail improvements and identifying new routes for hikers.

The Northwest Trading Post is over 2,000 square feet of retail space jam-packed with Parkway souvenirs such as hats, t-shirts, mugs, handmade crafts and snacks. Betsy Brown, Outreach Manager for Friends of the Mountains-to-Sea Trail agrees that the Trading Post is the perfect spot to launch this new campaign. “Being the recipient of the Round-Up funding at the beloved Trading Post is a wonderful way to raise additional funds for the MST and to introduce the trail to visitors who might not know about it,” Brown exclaimed

Natalie Britt, President and CEO of FIND Outdoors says, “It makes perfect sense for our two nonprofits to create this seamless partnership.” “Both organizations have a passion for bringing communities together through exceptional experiences.”



“As a nonprofit, we completely believe in the benefit of supporting other nonprofits that are doing incredible work in equitable outdoor recreation. It’s what we do, and our staff could not be more proud to include Friends of the Mountains to Sea Trail as a partner for the common good.”

The special birthday-themed three-mile guided hike with a Friends of the Mountains to Sea Trail docent will take place on September 19, 2020 at 11:00am. This is a free, rain or shine, register-only event that will include a private guided hike on the MST, a history of the trail and birthday celebration with refreshments. Although we love our pets, please do not bring yours to ensure that wildlife and your fellow hikers are safe at all times. Space is very limited and social distancing measures will be observed. Please visit www.gofindoutdoors.org to register or simply stop by the Northwest Trading Post to register in person. Please call Adam DeWitte at 828-883-3463 x224 for more information.

About FIND Outdoors

FIND Outdoors, formally Cradle of Forestry in America Interpretive Association, is a 48-year-old 501(c)(3) nonprofit with headquarters in Pisgah Forest, NC at the entrance to Pisgah National Forest. FIND’s mission promotes educational, recreational and interpretive opportunities about forest and water resources, natural history, and the Cradle of Forestry in America. FIND Outdoors serves approximately 800,000 visitors each year with over 150 educational and recreational programs, special events, and tours, and manages 21 recreation, education and camping facilities in North Carolina, Georgia and Indiana; offers to the public environmental education programs and forest-related gifts, educational books and other resources; and provides partnership opportunities for the health, safety and education of all forest users on local and regional public and private lands.

