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**For Immediate Release**

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**FIND Outdoors Celebrates First Season at Northwest Trading Post with Storewide Sale**

**Glendale Springs, NC** – FIND Outdoors, a 48-year-old nonprofit based in Pisgah Forest NC, is celebrating the ending of their first full season operating the Northwest Trading Post on the Blue Ridge Parkway in North Carolina.

“The opportunity for us to run the Trading Post was a major milestone for our nonprofit,” said FIND Outdoors Chief Operating Officer Beth Hooper. “Working in unison with the National Park Service has been a dream of ours for a long time, and we’re overwhelmed by the positive feedback and support.”

The Northwest Trading Post, a Blue Ridge Parkway staple for site seers and leaf peepers since the late 1950’s, sits along mile marker 259 in Glendale, NC, and is over 2,000 square feet of souvenir heaven. Parkway memorabilia such as t-shirts, hats and sweatshirts adorn the shelves alongside homemade crafts, hot and cold drinks and local goodies such as fudge and snack-sized pies. The Trading Post will close down for the season on November 8<sup>th</sup> and reopen April 1<sup>st</sup> of 2021.

In addition to being a visitor center and retail outlet, the Trading Post began hosting free programs to capitalize on FIND Outdoors’ mission of education for all. Hooper remarked, “It was extremely important that we took the Trading Post to the next level by offering programs and events for our visitors. It was something that had not been done in the past and it’s what sets us apart.” Planning will begin this winter for an entire calendar of safe events for 2021 that will educate and inspire.

Before closing for the season, the staff of FIND Outdoors will hold a store-wide sale until the final day on November 8<sup>th</sup> to help celebrate and incredible year and say thank you to its visitors and program participants. The sale includes 15% of all merchandise in the store, with free cookies for the first 50 visitors ready to take home some early holiday gifts. “It’s important that



we let our visitors know how much we appreciate them.” Hooper concluded, “Most of these folks have been coming here for years and we want to keep that tradition alive!”

The Northwest Trading Post will be open every day from 10:00am – 6:00pm until its final day of the season on November 8<sup>th</sup>. For more information on the trading post or FIND Outdoors, please visit <https://gofindoutdoors.org/northwest-trading-post/> or call 336-982-2543.

### ***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 850,000 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.

