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FIND Outdoors Launches “The Point” at Morganton Point Recreation Area

Morganton Point, GA – FIND Outdoors, a 49-year-old North Carolina nonprofit specializing in education, recreation and facility management, are set to unveil a new retail and recreation space at Morganton Point Recreation called “The Point” beginning in April, 2021.

“This is such an exciting time for FIND.” explains Natalie Britt, President and CEO, “We continue to grow in ways that we hope will excite our community and provide our visitors with the exceptional services that they have come to expect.”

The Point, located on a peninsula within Morganton Point Recreation Area in the north Georgia mountains, is a popular beachfront and picnic spot that holds an incredible view of Lake Blue Ridge and doubles as a boat launch and swimming area. With the addition of a retail building at The Point, FIND staff identified the need to provide beach-goers with amenities that enhance their visit and create a true sense of outdoor adventure.

Richard Coadwell, FIND’s Retail Operations Director, is excited about the new addition to Morganton Point. “Whether you choose to explore the beauty of Lake Blue Ridge by kayak or just forgot your sunscreen, we hope, through our expanded operations and retail space, to further enhance our visitors’ enjoyment of these public lands.” The Point is set to open in mid-April.

Along with the kayak and stand-up paddle rentals that visitors have enjoyed for years, FIND has given the retail space a complete facelift to accommodate Morganton Point memorabilia, snacks, drinks and even camping supplies. “We’ll have a little bit of everything that you might need or want at The Point”, Coadwell explains. “The opportunities are endless.”

FIND Outdoors serves over 850,000 visitors, partners and communities with exceptional educational and recreational opportunities in three states and four National Forests, while creating better connections to our public lands. Locally, FIND Outdoors also offers guided tours and programs that educate forest users on forest safety and management, wildlife and the history of the southern Appalachians and beyond. With the addition of The Point, staff are hoping to bring an educational feel to the site with local speakers, guided kayak trips, programs and non-formal education opportunities for all ages.

“We hope to make this new endeavor at Morganton Point a truly exceptional experience,” concluded Coadwell. “We’ll see you at The Point this summer!”

To learn more about Morganton Point Campground, register for a site, or learn about more FIND Outdoors campgrounds, visitor centers and educational opportunities, please visit www.gofindoutdoors.org or call 828-883-FIND.

About FIND Outdoors

FIND Outdoors, formerly the Cradle of Forestry in America Interpretive Association, is a 49-year-old 501(c)3 nonprofit based in Pisgah Forest, NC. We serve over 850,000 visitors annually with a mission that promotes educational, recreational and interpretive opportunities about forest and water resources, natural history and the Cradle of Forestry in America. FIND Outdoors proudly manages campgrounds, visitor centers, sales outlets and educational facilities in four National Forests in North Carolina, Georgia and Indiana and the Northwest Trade Post on the Blue Ridge Parkway. FIND accomplishes its mission by providing exceptional outdoor experiences through partnership opportunities for the health, safety and education of all visitors to local and regional public and private lands.