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**For Immediate Release**

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**FIND Outdoors Introduces Visitor Center Passport Program**

**Pisgah Forest, NC** - FIND Outdoors, a 49-year-old nonprofit based in Pisgah Forest, NC, is excited to introduce the “Visitor Center Passport Program” at all five FIND-managed visitor centers in North Carolina and Georgia beginning in July of 2021.

“This program is an incredible way to connect our sites in Georgia and North Carolina through activity, exploration and a good old-fashioned road trip,” said Natalie Britt, President and CEO of FIND Outdoors. “We want our visitors to feel like they’re part of our FIND family!”

The passport program, in partnership with the US Forest Service at four of the managed sites, allows individuals and families to pick up a free, hand-held passport booklet at any of the five visitor centers managed by FIND Outdoors. Sites include the Cradle of Forestry, Northwest Trading Post and Pisgah Visitor Center in NC, as well as Brasstown Bald and Anna Ruby Falls Recreation Areas in northern Georgia. Collect a stamp from each of the five locations in the passport and receive an “All 5” commemorative sticker at your last stop.

“The passport booklets are a work of art,” exclaimed Adam DeWitte, VP of Development and Communications on the booklet design. “Thoughtfully designed and produced, the passports not only convey our nonprofit story and mission, but seamlessly includes professionally-taken photographs, site, location and contact information, and what to expect on your visit.”

Boasting a total of over 300,000 visitors each year, both Brasstown Bald and Anna Ruby Falls have become recreational icons for locals and visitors alike in the north Georgia area. The passports will be one of several interactive programs, such as sunset photography workshops

and interpretive hikes, that help to engage visitors at the sites who are looking for a more in-depth experience.

In the Appalachians of North Carolina, the Cradle of Forestry is the “Birthplace of Modern Forestry in America” and is perfectly set in the heart of Pisgah National Forest, while the Pisgah Visitor Center lies at the entrance of Pisgah and over 500,000 acres of recreational heaven. Lastly, the Northwest Trading Post sits along the beautiful Blue Ridge Parkway at mile marker 259, and is 2,000 square feet of retail space, chock full of Parkway memorabilia, clothing, snacks and refreshments.

“Now, all FIND visitors have the opportunity to connect all five visitor centers in a meaningful way,” stated Rachel Rector, Manager of the Northwest Trading Post. “We know you’ll enjoy the rustic charm of our site as much as the view at Brasstown Bald or the majesty of Anna Ruby Falls. Get your passport and get on the road!”

To get your free, special edition FIND Outdoors Visitor Center Passport, simply visit any of the five sites, ask for a booklet, get a stamp for each location and begin your adventure. You’ll find location hours, dates of operations and directions by visiting the FIND Outdoors website at [www.gofindoutdoors.org](http://www.gofindoutdoors.org).

### **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 Trading 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.