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**For Immediate Release**

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**FIND Outdoors Launches “Race to Restore” Initiative for Pisgah National Forest**

**Pisgah Forest, NC** – FIND Outdoors, a 49-year-old local nonprofit with a mission of education and recreation for all on public lands, is launching the “Race to Restore” initiative to benefit the trail systems throughout the Pisgah National Forest which includes the 6,500-acre Pink Beds Valley.

Due to Tropical Storm Fred and the ongoing efforts to assess, rehabilitate and protect the trails within the Pisgah Ranger District, FIND recently made the difficult decision to cancel its biggest fundraising event – the Cradle to Grave 30K and 10K trail races. Instead, the local organization is thrilled to continue to work with the race sponsors and participants to pivot those dollars towards trail restoration in Pisgah National Forest. The fundraising campaign will be called “The Race to Restore”, and will be an exciting step towards FIND’s mission of stewardship of our local, public lands.

“Reassessing the Cradle to Grave Race made the most sense as we witnessed, firsthand, the flooding damage caused by the recent tropical storms,” explained Tad Fogel, FIND Board Chair. “Once we made the decision to cancel, our entire focus shifted to the immediate needs of our partners and other, local nonprofits that are dedicated to the health of Pisgah National Forest.”

The Race to Restore initiative will be spearheaded by FIND Outdoors, who is proud to announce that 100% of the sponsorship dollars will shift to supporting the difficult trail rehabilitation efforts in the 6,500-acre Cradle campus, which is housed within the Pink Beds Valley of Pisgah National Forest. The FIND development team was especially thrilled with the outpouring of support from “Title Sponsor” Hunter Subaru, who has been instrumental in their generosity for past Cradle to Grave races, as well as sponsorships from Ecusta Brewing Company, Morrow Insurance, Broad Street Wines, Bartlett Tree Experts, First Citizens Bank, Reese Landscaping

Service, Transylvania Regional Hospital, Cathey's Creek Electric, The HUB and Pisgah Tavern, Trails Carolina and Trails Momentum.

A portion of funding from this initiative will support the efforts of Pisgah Area SORBA (PAS), a nonprofit dedicated to preserving and enhancing recreational opportunities in Western North Carolina through trail improvements, and the Pisgah Ranger District, who has the monumental task of planning and implementing rehabilitation efforts in the forest.

"The entire team at FIND extends our gratitude for the generosity of the sponsors and runners working together to make the Race to Restore come to life for Pisgah National Forest," said Natalie Britt, President and CEO of FIND. "Our community partners saw the need for this trail renewal campaign, and FIND is more than willing to take up the call to give back to our public lands!"

A Race to Restore campaign event will be held **Saturday, October 2<sup>nd</sup>** from 1:00- 4:00pm at Ecusta Brewing Company with a "Race to Restore Pint Day". For \$10, thirsty patrons can purchase a limited edition FIND Outdoors pint glass, which will be filled with the Ecusta brew of your choice, and 100% of the proceeds from the sale will benefit the Race to Restore initiative.

In addition, Ecusta Brewing Company will continue to sell the limited edition FIND Outdoors pint glasses throughout the month of October, with a percentage of beer sales continuing to benefit Race to Restore during the entire month.

Lastly, FIND will develop online and social media opportunities for the public to get involved with the trail rehabilitation into 2022. Your support will provide materials, equipment and supplies to repair bridges and boardwalks within the Pink Beds, along with rerouting heavily eroded trails and clearing the debris from the same areas that are used and enjoyed by thousands of visitors each year.

To learn more about the Race to Restore and area partners along with FIND Outdoors creating this campaign, [please visit our website](#) or call Adam DeWitte at 828-883-3463 x224.

Interested in being a part of the Race to Restore? You can make an online, secure donation by following our link to the [Race to Restore donation page](#).

Britt concluded, "Together, we can make a difference to this amazing area that will span miles of forest lands that future visitors and generations will enjoy for years to come. Please make your donation today!"

### **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.