



**Contact:**

Jessica Hair  
Communications & Marketing Manager  
828-553-4049  
[jess@gofindoutdoors.org](mailto:jess@gofindoutdoors.org)

**For Immediate Release**

August 26, 2024

**Carolyn Ashworth joins FIND Outdoors as President/CEO  
effective August 26, 2024**

**Pisgah Forest, NC** – The Board of Directors and Search Committee of FIND Outdoors is pleased to announce that Carolyn Ashworth will begin serving as the President/Chief Executive Officer of FIND Outdoors on August 26<sup>th</sup>, 2024. We welcome her to the FIND family and are excited to fulfill our mission under her leadership.

To complete the search, FIND engaged Armstrong-McGuire to manage the process. After receiving numerous from across the country for this position, the Board and Team Members unanimously selected Carolyn Ashworth to become the next President/CEO.

Carolyn's nonprofit leadership began in the mountains of Western North Carolina, where she spent her childhood exploring the outdoors. Most recently, Carolyn served as the CEO of the Boys and Girls Club of Henderson County and led strategic growth initiatives for the organization resulting in an increase in membership and improved quality of all programming.

Prior to the Boys and Girls Club, Carolyn was the Executive Director of The Pollination Project, where she led a global foundation supporting grassroots volunteers across 116+ countries. Under her leadership, The Pollination Project pioneered participatory grantmaking models and resilience-focused funding strategies, emphasizing community collaboration and inclusive philanthropy.

"We are thrilled to welcome Carolyn to the FIND Outdoors team," said Chad Leatherwood, Board Chair. "Her passion for the outdoors, community, inclusivity and

philanthropy were exactly what we were looking for in our search. We are confident that FIND Outdoors will thrive under her leadership”

Carolyn holds a Bachelor of Science in Field Biology from the University of North Carolina Asheville and an MBA from Western Carolina University. She has volunteered extensively with environmental nonprofits, honing her skills in grant writing and management. Her dedication to building sustainable, community-driven solutions aligns perfectly with FIND Outdoors' mission.

"It is an honor to join the team at FIND Outdoors," said Carolyn. "I am excited to build upon the work already being done to increase access to the outdoors for all people in the communities FIND serves and look forward to supporting a team dedicated to preserving our public lands and providing outstanding recreational and educational experiences for our guests."

FIND Outdoors is a 501(c)(3) nonprofit organization, based in Pisgah Forest, North Carolina that is the Southeast's leader in providing access to public lands through exceptional recreational experiences. Through Forest-Inspired Nature Discovery, FIND Outdoors inspires people to connect with nature by managing outdoor recreation sites, campgrounds, visitor centers, guided tours, and educational and outdoor opportunities for all ages and abilities. [www.gofindoutdoors.org](http://www.gofindoutdoors.org)

###