



FOR IMMEDIATE RELEASE

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Tickets on Sale: Folklore in the Forest featuring Sheila Kay Adams, Donna Ray Norton, and William Ritter

Brevard, NC, 9/17/26: Deep in the woods of Appalachia, some stories were never meant to be forgotten.

This October, FIND Outdoors invites you to the Cradle of Forestry for 'Folklore in the Forest', a spooky night of Appalachian ballads and tales under the stars. Sheila Kay Adams, Donna Ray Norton, and William Ritter, three tradition bearers carrying songs and tales passed down for over 200 years, will bring the region's eeriest folklore to life at the very birthplace of American forestry.

"Our region is home to so many incredible stories passed down through generations. We are excited to share this new event to showcase the folklore that defines our community, especially with such a fun Halloween-inspired twist!" says Brayden Benkiel-Robinson, FIND Outdoors Director of Engagement.

The concert will take place on **Saturday, October 24th, 2026, at 6:30 PM** in the Cradle of Forestry's outdoor amphitheater. **Gates open at 6:00 PM.** Early admittance will not be permitted.

Set deep in Pisgah National Forest, the Cradle of Forestry provides a fitting backdrop for an evening honoring the area's musical and traditional roots. Guests are encouraged to bring lawn chairs or blankets and enjoy an evening of spooky balladry and storytelling in one of Western North Carolina's most historic venues. Amphitheater seating is available but is first-come, first-served. The venue is wheelchair accessible.

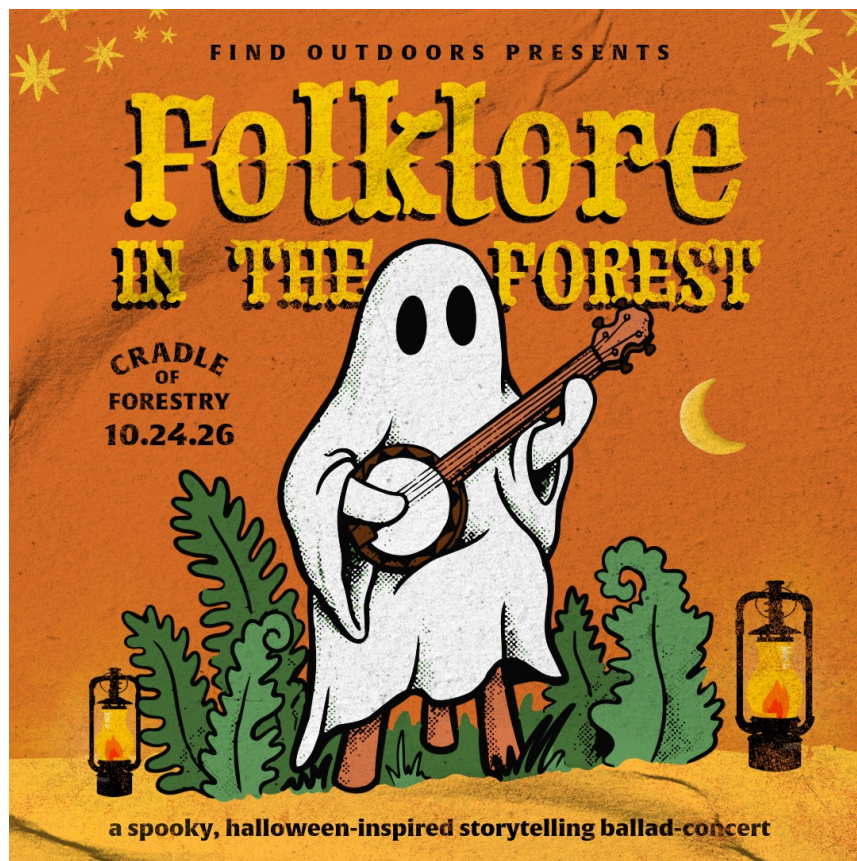
Tickets are \$25 for adults, \$13 for youth ages 4–12, and free for children ages 3 and under. Tickets will not be sold at the door.

Proceeds from the concert help support the Cradle of Forestry's mission to promote, preserve, and enrich the birthplace of forest science in America by cultivating appreciation for the vast and varied potential of our shared forest lands.

Come experience a night of unforgettable storytelling, music, and hair-raising tales!

For tickets and additional information, visit www.gofindoutdoors.org.

FIND Outdoors is a 501(c)(3) outdoor recreation nonprofit that centers forest education and stewardship. Based in Pisgah Forest, FIND Outdoors has been stewarding public lands for over 50 years, with a vision to create a lasting community of appreciation for the outdoors. Learn more about FIND and ways you can be involved at www.gofindoutdoors.org/about.



Event Flier



Nest of Singing Birds, Sheila Kay Adams, Donna Ray Norton, and William Ritter. Photo credit: Kara Leinfelder



Outdoor amphitheater event at the Cradle of Forestry. Photo Credit: Diogo DeAssis.