



FOR IMMEDIATE RELEASE

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Low Ticket Warning: Folklore in the Forest featuring Sheila Kay Adams, Donna Ray Norton, and William Ritter

Brevard, NC, 10/14/26: Carried by a crisp, bone-chilling breeze through browning leaves, the whispers of Appalachian folklore echo deep in the mountains. As the woods grow dark and shadows descend, stories told of horrors, omens, and the unknown make the hairs on the back of your neck stand up.

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.

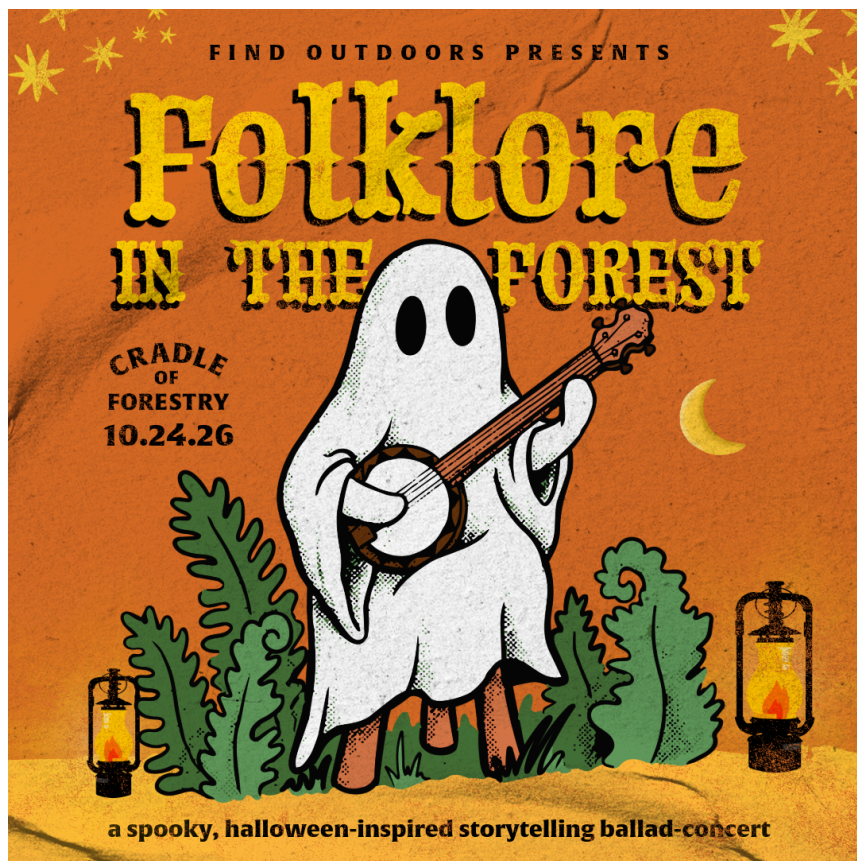
Proceeds from the concert help support the Cradle of Forestry's mission to promote, preserve, and enrich the birthplace of forest science in America by cultivating appreciation for the vast and varied potential of our shared forest lands.

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

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

About FIND Outdoors:

FIND Outdoors is an outdoor recreation nonprofit that centers forest education and stewardship. Founded in 1972 and headquartered in Pisgah Forest, North Carolina, FIND manages campgrounds, visitor centers, and recreation areas across North Carolina, Georgia, and Kentucky in partnership with the U.S. Forest Service, the U.S. Army Corps of Engineers, and other agencies. Revenue and donations go directly back into our vision of creating a lasting community of appreciation for the outdoors. Learn more at gofindoutdoors.org.



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.