

For immediate release, May 12, 2004
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**Mast General Store Names Upstate Forever As The Beneficiary Of
Land Trust Day**

Greenville, SC - Mast General Store in downtown Greenville has selected Upstate Forever as the beneficiary of their Land Trust Day. The store will donate ten per cent of all sales on Saturday, June 5 to Upstate Forever.

Upstate Forever is a non-profit, membership-based organization that, among other things, administers and manages a land trust program for the Upstate region of South Carolina. Through this program, the organization works with property owners in protecting their lands through conservation easements and other methods. To date Upstate Forever has received 14 easements protecting more than 3,000 acres of lands in the region. For more information, please call Dana Leavitt, Land Trust Director, at 864-250-0500.