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Mast General Store supports Blue Ridge Parkway Foundation

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ASHEVILLE — On Sept. 18, the Mast General Store will host the Blue Ridge Parkway Foundation. The day will be a friend-raising event for the Foundation, which was established to enhance park visitors' experience and to have lasting value for the Park itself.

The Blue Ridge Parkway captures the hearts and minds of millions each year. For some, it's the memory of an historic journey, for others the breathlessness of the present view, and for many, its allure lies in the hope of experiences yet to come. No matter what form it takes, the Blue Ridge Parkway is a place that captures the mind and leaves an indelible impression upon the heart. The Parkway has and always will be a journey spanning time, culture, and place as it meanders along the gentle slopes of the Blue Ridge Mountains.

The Blue Ridge Parkway Foundation is proud to be a primary partner to the Blue Ridge Parkway. Since 1997, the Foundation has sponsored programs, projects and people that serve to protect the resources, preserve the memories and promote future journeys along the Parkway. In this 75th year of the Blue Ridge Parkway, the Foundation is especially honored to practice and promote stewardship of America's 'Favorite Scenic Drive'. From the Kids in Parks program, which helps introduce the next generation of stewards, to projects that protect view sheds along the way, the Blue Ridge Parkway Foundation carefully manages funds and resources that are entrusted to it.

"The Blue Ridge Parkway is undoubtedly a special place," said Fred Martin, vice president of the Mast General Store. "With so many of our guests and employees sharing an affinity for the Park, it is important that we do what we can to ensure it's there for enjoyment in the future."

Representatives from the Blue Ridge Parkway Foundation will be on hand at the Mast Stores in North Carolina to share with guests the activities they are undertaking to preserve the character of the Blue Ridge Parkway. Other Friends Day partners include the Friends of the Smokies in Knoxville, Tenn., and Upstate Forever, with funds going to support the Reedy River, in Greenville, S.C. The Mast General Store will donate 10 percent of sales on Sept. 18 to these organizations.

For more information on the Blue Ridge Parkway Foundation and its activities, visit www.brpfoundation.org.

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