



FOR IMMEDIATE RELEASE

November 12, 2009

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Targeting More Parkway Travelers In Time for the 75th Anniversary Celebration

ASHEVILLE, N.C. – The Blue Ridge Parkway Association, the marketing partner for the Blue Ridge Parkway, announced that even more potential travelers to the Parkway region will have access to the popular Blue Ridge Parkway Directory and Travel Planner, just in time to celebrate the Parkway's 75th Anniversary in 2010.

“The stock of 2009 Directories was nearly cleaned out,” stated BRPA Executive Director Tom Hardy. “So, in response to the overwhelming demand by the public, we plan to print 400,000 copies of the special Blue Ridge Parkway 75th Anniversary Directory and Travel Planner.”

Not only will the print run increase, according to Hardy, but the number of pages will also be expanded to include information on the special 75th Anniversary events happening in various Parkway communities. The Parkway's 75th Anniversary celebration has a community focus, emphasizing the rich natural and cultural heritage found in the region surrounding the road. “The Directory and Travel Planner presents another opportunity for communities to build on this momentum,” Hardy said.

The Blue Ridge Parkway 75th Anniversary Directory and Travel Planner will offer more visitor information than ever before including information on lodging, attractions, restaurants and communities along the Parkway, as well as the *Parkway Milepost*, a resource from the National Park Service. One previous Parkway traveler, Nadine Hunt of Minnesota, stated that she “traveled the Blue Ridge Parkway from Cherokee, N.C. to Buena Vista, V.A. for more than 400 miles. The trip was a wonderful ... experience, and the Blue Ridge Parkway Directory & Travel Planner was more helpful for this trip than several other guides we had,” Hunt stated.

For more information on the Blue Ridge Parkway Association or the 75th Anniversary Directory and Travel Planner, contact Tom Hardy at (828) 670-1924 or info@blueridgeparkway.org.