

Story ideas from the North Carolina Mountains



MEDIA CONTACTS:

Craig Distl

704-466-3744, CraigD411@gmail.com

Leah Hughes

336-225-9245, LeahCHughes@gmail.com



NC's Apple Capital Emerges as a Cider Capital

Hendersonville, a long-time leader in the production of apples, now leads the way in the production of hard cider. The mountain town is home to two top-notch cideries – Bold Rock and Flat Rock Ciderworks. A third cidery, Appalachian Ridge Artisan Ciders, is scheduled to open next month.

www.VisitHendersonvilleNC.org

Scientists Capture Rare Images of Brown Mountain Lights

Scientists from Appalachian State University have captured images believed to be those of the elusive Brown Mountain Lights. Regular sightings of the mysterious lights – hovering above Brown Mountain just north of Morganton – date back more than a century, but are rarely captured on film or video.

www.DiscoverBurkeCounty.com



Burnsville Welcomes Blind Squirrel Brewery

Blind Squirrel Brewery, based in Plumtree, opened its second location, the Burnsville Outpost, earlier this summer. The restaurant and taproom in the heart of downtown serves 10 beers, including the Otway IPA in honor of Burnsville's namesake Capt. Otway Burns. In addition to beer, the Outpost pours two ciders made with apples from the nearby Orchard at Altapass.

www.ExploreBurnsville.com

Quirky Festival Celebrates Woolly Worms

Thousands will gather in Banner Elk Oct. 15-16 for the 39th annual Woolly Worm Festival. Mountain lore says the colors of the 13 bands of the woolly worm foretell the weather for the 13 weeks of winter.

www.WoollyWorm.com





Wine + Itineraries = Winetineraries

Some places have itineraries. In the Yadkin Valley, they have “winetineraries.” These winetineraries eliminate the guesswork by providing a road map to enjoyable visits in Surry County and the Yadkin Valley. There are six winetineraries, each with a specific theme. Themes are: romantic, gourmet, spa & relaxation, retail therapy, vineyards and golf.

www.YadkinValleyNC.com

Fall Hike & Wine Packages

This fall, Beech Mountain offers deals for couples looking to escape to Eastern America’s highest town. The Blue Ridge Hike & Wine Package includes two nights lodging for two, hiking maps, wine tasting for two at Banner Elk Winery and two guest passes to Buckeye Rec Center. Packages cost \$169, and the offer is valid through Nov. 14.

www.BeechMtn.com



Banner Elk: High Country’s Culinary Hot Spot

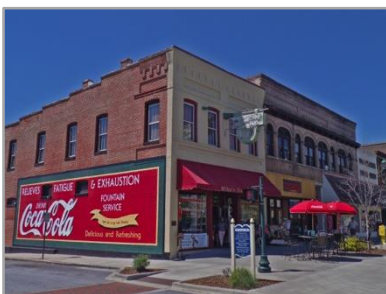
With a full-time population of 1,067, Banner Elk is a small town, but its thriving culinary scene resembles a much larger city. From high-end fine dining to local delis and cafes, the diversity of options pleases any palate. Artisanal was named one of the top 100 restaurants in America by Open Table. Sorrento’s Italian Bistro serves comforting family recipes, and Louisiana Purchase dishes up authentic Cajun fare.

www.BannerElk.com

Tandem Hang Gliding in Morganton

Thermal Valley Hang Gliding, an instruction-based hang gliding experience based at Foothills Regional Airport hopes to re-ignite a sport that was widely popular in the 1970s. A light sport aircraft tows the tandem hang glider for flights ranging in height from 1,500 feet up to 5,000 feet.

www.DiscoverBurkeCounty.com



Hendersonville Main St. is Shopping, Dining Mecca

As history has it, Hendersonville’s Main Street was designed to be wide enough to turn around a horse and buggy. Today, that stretch of wide sidewalks with colorful landscaping and murals encourages visitors to spend the day shopping, exploring museums and dining alfresco.

www.VisitHendersonvilleNC.org