



## **Stop by and see us at Mast General Store, Boone NC on June 4th**

Celebrate Land Trust Day, say hello, learn more about our work **and** shop, shop, shop at Mast General Store in Boone, NC Saturday, June 4<sup>th</sup>. **20% of sales goes to help support our work!** Now that's a win for you and a win for the New River.

### **About Land Trust Day**

Celebrated annually on the first Saturday in June to coincide with National Trails Day, Land Trust Day was created to recognize the role that North Carolina's 24 nonprofit land trusts play in protecting the state's streams, forests, parks and scenic vistas. Several local businesses across the state will give back to the land by donating 10 to 20 percent of their sales to land trusts from the mountains to the coast. Their donations will help local land trusts continue to protect land that provides clean air and drinking water, wildlife habitat, local foods and places for outdoor recreation. Participating retailers include Great Outdoor Provision Company and Mast General Store, as well as a number of small businesses in Western North Carolina. Additionally, many land trusts will host hikes, celebrations, workdays and other outdoor activities to commemorate the occasion.