

## **NEWS Release:**

### **Appalachian Driving Trails Map**

#### **Produced by National Geographic Society**

In 2007 the Appalachian Regional Commission (ARC) Tourism Council partnering with the National Geographic Society embarked upon a project to create an Appalachian Driving Trails Map. This map would feature trails from each of the thirteen states within the Appalachia Mountain range encompassing regions from New York to Mississippi.

The project was funded through a formula for the states' share and residual funds from the last project with National Geographic Society (NGS) which was a geo-tourism map for the thirteen states. This was the first time that NGS had ever attempted a project like this and it gained international exposure when completed. This project featured a total of twenty eight trails throughout the thirteen Appalachian states.

Ohio was honored to have four trails that were chosen by National Geographic to be featured on this Appalachian Driving Trails Map. Two lie within the borders of Ohio; *The Appalachian Adventure Trail* in Pike, Jackson, Meigs, Vinton and Athens counties which was a pilot project initiated by the ARC, and the *Clothesline of Quilts Trail* in southern Ohio that has already garnered national attention. The Quilt Barn paintings had their origin right here in Ohio in Adams County and now have spread across the United States. The other two trails for Ohio are multi-state trails; *The Ohio River National Scenic Byway*, sharing the trail with Pennsylvania, Kentucky and West Virginia, and *The National Road* entering Ohio from the east and shared with West Virginia, Pennsylvania and Maryland. The Appalachian Driving Trail Map was released as an insert to all newsstands and all subscribers nationwide in the April 2008 issue of National Geographic Traveler magazine.

An interactive web site featuring the trails was built and funded by ARC funds and allows visitors to the site to download itineraries and plan travel to these trails. This creates an economic impact to those small businesses and attractions, restaurants, and the local economy along these trails.

The National Geographic Society hosted an event for the national rollout of the map at their Headquarters in Washington DC on March 20, 2008 with media attention from across the nation. For information regarding this release contact Linda Basye at [linda\\_basye@yahoo.com](mailto:linda_basye@yahoo.com). Basye was Ohio's representative to the ARC Tourism Council working through the Ohio Governor's Office of Appalachia during the planning and completion of this project.

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