The WNC: MADE X MTNS (Made By Mountains) Partnership works to expand the outdoor industry and economy across North Carolina's Appalachian region and to catalyze rural economic development.

MADE X MTNS celebrates, supports, and builds a stronger sense of pride around our region, our people, and the extraordinary outdoor recreation industry and culture that these mountains have made.

How we do this...

<table>
<thead>
<tr>
<th>Building Outdoor Communities</th>
<th>Growing Outdoor Businesses</th>
<th>Amplifying Outdoor Culture</th>
</tr>
</thead>
</table>

These mountains make us industry leaders, thinkers, builders, growers, dreamers, makers, athletes and caretakers.

How Will These Mountains Make You?

Connect with Us...

Amy Allison - Director
 amy@mountainbizworks.org

Joanna Brown - Brand and Communications Manager
 joanna@mountainbizworks.org

Find us on social
 @madexmtns
Investing in Outdoor Communities has the Power to:

• Connect local businesses, cultural heritage and the natural landscape through high quality outdoor infrastructure
• Enhance quality of life and sense of place across Western North Carolina
• Care for the towns and public lands that make this an extraordinary region
• Build local capacity and provide resources for communities to make the economic case for further outdoor recreation investment
• Advance the outdoor economy equitably across the region
• Create an outdoor infrastructure network that catalyzes entrepreneurship, business expansion, and recruitment of new businesses and talent