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**MADE X MTNS Announces its 2023 Outdoor Gift Guide**

*Online directory makes it easy for outdoor enthusiasts to support local outdoor brands and gift local outdoor products and experiences this Holiday season.*

**WESTERN NORTH CAROLINA (November 14, 2023)** - The MADE X MTNS Partnership has made gift shopping for all your outdoor enthusiast family and friends easy this Holiday season, with its [Outdoor Gift Guide](#), an online directory that features local outdoor gear and apparel, outside experiences, holiday sales, retail shops, and nonprofit gift donations and memberships.

Featuring local outdoor businesses and organizations, including [Outdoor Business Alliance of WNC](#) members, the guide is designed to help shoppers explore the many outdoor brands born in Western North Carolina, find perfect gifts for family and friends, and enjoy special holiday promotions and sales, while helping grow the local outdoor economy in these mountains.

"This gift guide is a great resource for helping connect consumers with our local outdoor brands and nonprofit partners. We are fortunate to have one of the highest concentrations of outdoor gear manufacturers, retailers, and experience providers in the country, right in our backyard," says Outdoor Business Alliance of WNC Executive Director, Matt Godfrey. "This guide is a great trail map to help you find the perfect WNC gift for your outdoor-loving friends and family!"

More than ever, it is vital to shop with small companies where every purchase makes a huge difference. MADE X MTNS invites you to celebrate our local outdoor industry businesses this Black Friday, Small Business Saturday, and throughout the Holiday Season. As a bonus, many of WNC's local outdoor brands give back to various conservation and outdoor access efforts around Western North Carolina, on Giving Tuesday, and year-round. Visit the WNC Outdoor Holiday Gift Guide at [madexmtns.com/giftguide](https://madexmtns.com/giftguide) and follow @madexmtns on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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**About the MADE X MTNS Partnership**

The MADE X MTNS (Made By Mountains) Partnership is working to expand the outdoor industry and economy across North Carolina's Appalachian region and catalyze rural development by building vibrant outdoor communities, growing outdoor businesses, and amplifying outdoor culture. For more information, visit [madexmtns.com](https://madexmtns.com) or [@madexmtns](#)