

October 4, 2004
For Immediate Release

Contact: Louise Glickman
828-654-0760 Office
828-273-8783 Cell
lsglickman@charter.net
www.fomhnc.org

Friends of Mountain History Hosts David Carr As Part of Regional Heritage Initiative

Friends of Mountain History (FOMH), will bring author and educator **David Carr** to Western North Carolina for three half-day presentation and workshop sessions entitled ***Making What's Old... New Again: Building Audience Through Innovation and Interpretation.*** These workshops are designed to help professionals and non-profit volunteers build audiences for their programs, expand visitation to their exhibitions, and create partnerships with schools and cultural institutions. Presentations are scheduled for:

Franklin	Monday, November 15	1:00 to 3:00 pm	Macon Bank Corporate Center
Asheville	Monday, November 15	7:00 to 9:00 pm	North Carolina Arboretum
Boone	Tuesday, November 16	1:00 to 3:00pm	Broyhill Conference Center

The presentation and work sessions will show professionals and volunteers in museums, historical sites and societies, libraries, and cultural organizations how to better connect to local, visitor, and education markets. Following a presentation on innovative ways to interpret cultural objects and inspire the minds of the cultural observer, Dr. Carr will help the audience to use their own artifacts to inspire stories of Western North Carolina's past. Each participant is asked to bring an artifact or memorabilia of importance to their personal or community experience. Through storytelling and networking, Dr. Carr will engage the group in an interactive experience culminating in a "quilt" of interconnected history and cultural pride.

Friends of Mountain History provides advocacy, educational support, and financial assistance to over 300 heritage organizations, museums, and cultural organizations with heritage-related programs throughout a twenty-four county region of Western North Carolina. Since 2002, the organization has made grants for marketing, planning, exhibition development, educational programs, collections conservation, and research in the following counties: Buncombe, Caldwell, Macon, Madison, Graham, Haywood, Henderson, Jackson, Macon, Polk, Swain, and Wilkes.

Kaye Myers, Executive Director of Friends of Mountain History says about ***Making What's Old... New Again: Building Audience Through Innovation and Interpretation,*** "We must learn to effectively tell our stories in cultural settings that are creative and unique if we are to bring more visitors to Western North Carolina. The experience of the cultural traveler must be exciting and inspiring, as well as educational."

For more information contact: www.fomhnc.org or 828-654-0760.
