



**Henderson County Local Government**  
Public Information Office  
www.hendersoncountync.gov

Contact: Kathryn Finotti, PIO  
(828) 694-5003 (O)  
(828) 989-4737 (C)  
pio@hendersoncountync.org

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**FOR IMMEDIATE RELEASE**

## Strive Not To Drive Becomes Simply Strive; Henderson County Strives To Learn New Ways Of Transportation

**HC-2018-20**

**Hendersonville, NC – April 25, 2018**

Strive Not To Drive has been a presence in Asheville and across the greater region since 1991, returning every May with the message that we can live happier and healthier when we move through our area without being heavily reliant on cars. As the campaign expands across Western North Carolina, it has become clear that there's more to gain by asking neighbors what they want to strive toward instead of what to strive against. Thus the shortened, more positive moniker, STRIVE.

Henderson County looks forward to its participation each May in the outreach that Strive promotes. This May promises to be an exciting one. To kick off the schedule of events in Henderson County, Strive Beyond Summit will be held at Sierra Nevada Brewing in Mills River on Friday, May 18 from 1:00 p.m. to 4:30 p.m. The summit features two moderated panels of local and national experts in transportation and focuses on transportation options that have worked in similar regions and can work for Western North Carolina.

Public questions and a meet-and-greet will follow the panels. The summit is hosted by Sierra Nevada Brewing Company and cosponsored by AARP, Explore Asheville, Land of Sky Regional Council, Biltmore Farms Hotels, Mountain True, and Asheville on Bikes.

The remaining events scheduled throughout the following week and include:

Tuesday, May 22, 10am-noon

### **Aging-On-The-Move Brunch**

Over 60 and seriously considering your transportation options beyond the car? Join a roundtable discussion of the transportation needs and tools specific to Henderson County's aging community, hosted by Hendersonville Community Coop, AARP, and Council on Aging. The food is free and



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your opinions are invaluable as the city and county listen to citizens aging in place and staying on-the-go.

Wednesday, May 23, 10am-noon

**Meet The Bus**

This meeting-on-wheels is a guided discussion of workforce and public transportation needs, hosted around an Apple Country bus parked at Henderson County Courthouse. Following the meeting, the public is invited to better know their bus.

Thursday, May 24, 5-8 pm

**Why Greenways + Strive Social**

A presentation by Friends of Oklawaha Greenway makes the case for expanding Henderson County's greenway system. And following that, we'll socialize and share stories of our Strive Week.

Throughout May, Strive will shift its focus week-by-week through the region. There are over 25 Strive events planned across Asheville, Black Mountain, Brevard, Canton, and Hendersonville. A master list of events and locations can be found at [events.strivebeyond.org](http://events.strivebeyond.org). Interested volunteers are encouraged to sign up at [volunteer.strivebeyond.org](http://volunteer.strivebeyond.org) to sign up.

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