



National Park Service  
**Blue Ridge Parkway**  
nps.gov/blri



**Blue Ridge Parkway  
Association**  
blueridgeparkway.org

BRPA Association Office:  
PO BOX 2136  
Asheville, NC 28802  
Phone: 828.670.1924

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## FOR IMMEDIATE RELEASE

For more information, contact:

Ali Mangkang  
Communications Coordinator  
Blue Ridge Parkway Association  
828.670.1924  
[ali@blueridgeparkway.org](mailto:ali@blueridgeparkway.org)

Leesa Brandon  
Community and Partnerships Coordinator  
Blue Ridge Parkway, National Park Service  
828.348.3420  
[Leesa\\_Brandon@partner.nps.gov](mailto:Leesa_Brandon@partner.nps.gov)

### **Blue Ridge Parkway Association Launches Mobile Travel App**

ASHEVILLE, NC, AND ROANOKE, VA (October 2, 2012) – Just in time for fall leaf season, visitors have a new mobile tool to help them plan a trip to the Blue Ridge Parkway and surrounding regions. In cooperation with the National Park Service, the Blue Ridge Parkway Association proudly announces the launch of its mobile app the “*Blue Ridge Parkway – Travel Planner*.”

The app includes GPS mapping capabilities for hundreds of points of interest along the Parkway, historical information, lodging and camping options, major hiking trail descriptions, and visitor services on the Parkway and in nearby communities. Notably, dozens of adjacent communities are included in this app - giving visitors a full picture of the importance of this historic byway to surrounding regions.

Parkway Superintendent Phil Francis encouraged developing this technology to address some of the feedback received as part of the Parkway’s 75th anniversary in 2010. Visitors desire real time information for navigating through the region. Adjacent communities want to make sure Parkway visitors know what’s available in their communities. New mobile technologies provide the perfect solution for meeting these needs. Francis states “As an official partner organization of the Blue Ridge Parkway, the Parkway Association is uniquely qualified to bring the navigation of the Parkway and surrounding region to a mobile platform. We’re excited to explore all the possibilities this new technology provides.”

There is no charge to download the “*Blue Ridge Parkway – Travel Planner*” and it’s available on both Android™ and iPhone® platforms. Download links are available at [www.blueridgeparkway.org/mobileapp](http://www.blueridgeparkway.org/mobileapp).

For more information about the Blue Ridge Parkway Association visit [www.blueridgeparkway.org](http://www.blueridgeparkway.org).

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*BRPA has been serving visitors since 1949 as an official partner organization of the Blue Ridge Parkway/National Park Service dedicated to providing tourism and hospitality information to the Parkway traveler.*