

## NEWS RELEASE

For Immediate Release

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### There's More Than Just One "Color Season" in Western North Carolina

**Waynesville, NC** - The mountains of Western North Carolina are famous for their fall foliage boasting assortments of gold, red, orange and brown from the variety of leaves on trees that change colors each October. But Spring and Summer lend themselves to even more colors that include vibrant yellow, pink, red, purple, blue, gold and orange from wildflowers and flowering trees.

Thanks to the North Carolina's Department of Transportation's (NCDOT) Wildflower Program, along with its Office of Beautification, coupled by the natural growth and mountain views, Western North Carolina residents and tourists alike enjoy colorful and spectacular scenery unlike anything else in the world.

With funding provided by the Haywood County Tourism Development Authority, views are being enhanced along the Blue Ridge Parkway by trees being trimmed back along the overlooks. The Parkway's Milepost 443 is located in Haywood County, home to Maggie Valley, Waynesville, Canton, Clyde, and Lake Junaluska. Forty six of its 554 scenic square miles of breathtaking country are in Haywood County, with beautiful mountains and valleys dotting the landscape. More on the Parkway and its flora can be found by clicking <http://blueridgeparkway75.org/>.

The Wildflower Program began in 1985 to enhance scenery along the highway. Because of the tremendous positive feedback from visitors all over the United States, today flowers are planted statewide on numerous major highways. The plantings are staggered so the blooms can be enjoyed from March until October. The Wildflower Program funding comes primarily from sales of personalized license plates.

Known as the "Gateway to the West," Haywood County ([www.visitNCsmokies.com](http://www.visitNCsmokies.com)) is the first county that tourists come through when traveling east on popular Interstate 40. Hundreds of thousands of both annuals and perennials are planted in Haywood County in the Winter (bulbs), Spring and Summer.

Haywood County has been the winner of The Best Overall Wildflower Planting, Best Regional Wildflower Planting & Best Daylily Planting, annual awards that are sponsored by the Garden Clubs of North Carolina Inc. each year in December.

For Haywood County, the blooming starts in March with Golden St. Keverne and White Ice Folly. The wildflowers, Baby Blues Eyes, Ox-Eyed Daisy, Toadflax and California Poppies are now blooming as they do each April. Red & Mixed Corn Poppies, yellow Lance-Leaved Coreopsis & blue Siberian Iris will begin blooming in May. Rocket Larkspur, Catchfly, Yellow & Red Knockout Roses are visible during June. A variety of yellow, gold and orange daylilies, which include Buttered Popcorn, Mauna Loa, Yellowstone, Hyperion, Mary Todd, Happy Returns & Stella Deora daylilies bloom from May through July. In fact, there's over 10 acres of daylilies planted along I-40 at Exits 24, 27, 33 and US 74 at exits 100, 102, 104 and 105. Gloriosa Daisy and Plains Coreopsis bloom during the summer. In the fall, we'll see the red, pink and white Bipinnatus Cosmos along with orange Sulphur Cosmos and native New England Blue Aster. More info on the NCDOT's wildflower program can be found: [http://www.ncdot.org/doh/operations/dp\\_chief\\_eng/roadside/](http://www.ncdot.org/doh/operations/dp_chief_eng/roadside/).

### **Federal Grant Provides Hundreds of New Flowering Trees for Maggie Valley**

This year Haywood County is more vibrant than ever because of federal funding provided to NCDOT's Office of Beautification, whose purpose is to serve the citizens by improving the cleanliness and appearance of North Carolina's transportation venues.

Each year, the NCDOT receives federal funding for the Office of Beautification. Division 14, which includes Haywood County's Maggie Valley, worked with town leaders of Maggie Valley to secure a grant that awarded them with hundreds of flowering dogwoods, flaming cherry and prairie fire crabapple trees. The peak blooming season for the trees is May.

"Tourists want to know in advance what is blooming in order to plan their trip," says Lynn Collins, Director of the Haywood County Tourism Development Authority. "Since our blooming depends a lot on weather and elevation, there is no exact schedule. However, with all the variety that we now have in flowers and trees, you can always see some vibrant colors from Spring to Fall, no matter when you come."

Along with its picturesque beauty, Haywood County offers year-round cultural, music, family-fun activities and special events throughout the year. For more information, click <http://www.visitncsmokies.com/do>.

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