



For Immediate Release
Inquiries, Contact:
September 27, 2017
982-6626

For Media
sarahm@marybethwest.com, (865)

Maryville-to-Townsend Greenway Initiative Launches Social Media-Based Photo Contest: #LoveMyGreenway

Maryville, Tenn. - Supporters of a 14-mile greenway connection from Maryville to Townsend announced today a social media photo contest, which will launch community engagement in support of local greenways.

From September 27 until November 10, weekly prompts will be given on Greenway to the Smokies' Facebook, Twitter and Instagram accounts.

Community members can submit photos through the official contest page, showing how they or their friends and family together enjoy the current Blount Greenway system, using the hashtag, #LoveMyGreenway. Prompts will include requests for photos featuring participants' favorite greenway running or walking routes, children in Halloween costumes on the greenways in October, greenway users' favorite views along the trails and more.

Each week, photo submissions from the previous week will be chosen to receive prizes, such as gift cards from area organizations like Cycology Bicycles and Little River Outfitters or tickets to the Grains and Grits Festival in November. One of these winners will be chosen by a random drawing and the other will be chosen based on community votes received on the official contest page. Participants can encourage friends and family members to visit the official contest page and vote for their photo submission.

"The goal of this contest is really to grow community excitement around our greenway system in Blount County," said Kim Mitchell of the Blount Partnership, member of the Maryville-to-Townsend Greenway expansion council. "Greenways do so much for our community and

local economy, and as we work towards this expansion, we want to remind citizens of Blount County what the new 14 miles of greenway will bring.”

Contest winners will have their photos shared by the Greenway to the Smokies’ social media outlets as well as be notified via email.

The official contest page is located at lovemygreenway.com. Greenway to the Smokies can be found on Facebook as “Greenway to the Smokies” and on Twitter and Instagram as @smokiesgreenway.

About the Maryville-to-Townsend Greenway Expansion

Stretching 14 miles, the Maryville-to-Townsend Greenway is part of an effort to complete a greenway from Knoxville, Tennessee to the Smoky Mountains. It is designed to be constructed in two phases, ultimately connecting Maryville to The Great Smoky Mountains National Park. The proposed Blount route for the greenway utilizes existing transportation corridors - an abandoned rail line and the right-of-way along U.S. Highway 321. Public and private funding opportunities are currently being explored for this project as well as alternative construction materials to keep costs as low as possible. The estimated fiscal benefit to Blount County is \$65 million over 10 years, as well as multiple health benefits to Blount County citizens and visitors to the Peaceful Side of the Smokies. This initiative is housed from the Blount Partnership / Blount County Chamber of Commerce.

#