



The Moonshine and Motorsports Trail highlights the state's unique history. Distilling grew out of the state's rich agricultural and social history and auto racing in North Carolina has grown from occasional competitions among speed-hungry moonshiners during the 1930s to a multibillion-dollar industry that attracts legions of devoted followers across the nation and world.

This is a resource guide, and will help North Carolinians and visitors alike understand and experience the North Carolina moonshine and motorsports cultural trail.



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WHAT IS MOONSHINE & MOTORSPORTS?

Overview

As designated in the 2021 state budget, the North Carolina Department of Natural and Cultural Resources (DNCR) is developing a Moonshine and Motorsports Trail to highlight the state's unique history. Distilling grew out of the state's rich agricultural and social history and auto racing in North Carolina has grown from occasional competitions among speed-hungry moonshiners during the 1930s to a multibillion-dollar industry that attracts legions of devoted followers across the nation and world. The Moonshine and Motorsports Trail will instill a sense of pride and ownership and drive economic development, particularly in rural communities and will be a resource for cultural and tourism institutions across the state.

"In addition to being an economic engine, motorsports are an important part of North Carolina history and culture. The Department of Natural and Cultural Resources is excited to announce that the Moonshine and Motorsports Trail will launch in 2023 to help celebrate the rich and diverse history of distilling and racing in our state. The trail aims to drive tourism and benefit local economies across the state, particularly in smaller communities."

-NCDNCR Secretary Reid Wilson

What is it?

The trail will provide a variety of travel itineraries between historic locations, natural areas and racetracks across the state and engage with rich media and exhibits that tell the story of North Carolina Moonshine and Motorsports. Deliverables will include 1 traveling exhibit that will travel across the state, informational markers at locations across the state, an educational website, and rich media including videos, a podcast, playlist, and programming, and curated educational resources for public use.

Which Locations are Included on the Trail?

Phase 1: 8 locations recognized in 2023.

NASCAR Hall of Fame and Museum

North Wilkesboro Speedway

Charlotte Motor Speedway

NC Museum of History

Stone Mountain State Park

Historic Occoneechee Speedway Trail

Rockingham Speedway

Museum of the Albemarle

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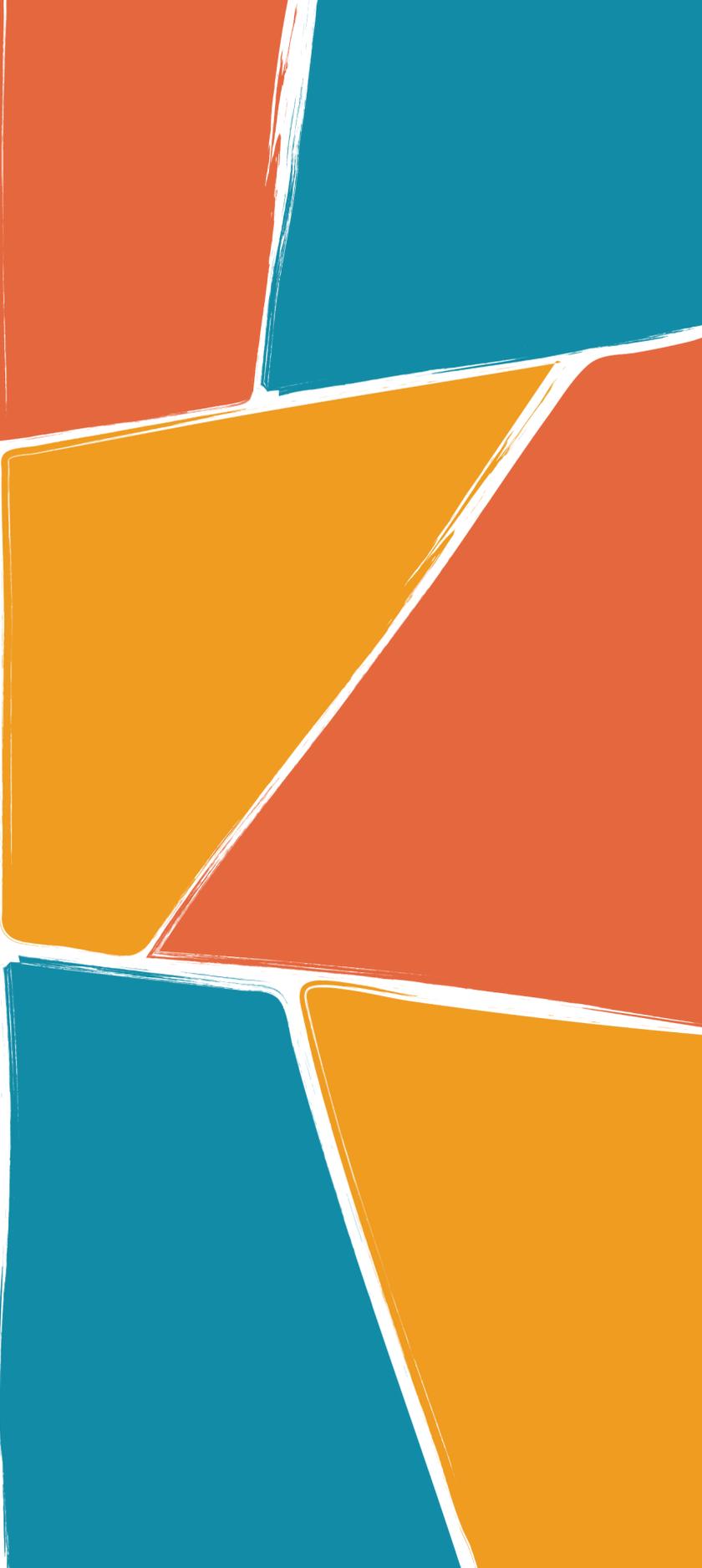
Community Input and Feedback

Learn more about this exciting cultural trail [here](#).

We want to hear from you! The Moonshine and Motorsports trail is for all North Carolinians—and that means we need ideas for creating an educational, inclusive, and enlightening trail. Share your story or idea with us.



TRAIL MAP



PROMO VIDEO

Click below to open or click [this link](#) to view on YouTube.



LOGO & SOCIAL

We've created a collection of branding assets to use in celebration of this trail. Our [Logo](#), [Social Graphics](#), and [Style Guide](#) are available to use to help our partners promote the trail and join in on the excitement.

