**J.Q. Dickinson Appalachian Mercantile Donates To AATOD**

**FOR IMMEDIATE RELEASE**

**New York** – J.Q. Dickinson Appalachian Mercantile is proud to announce its philanthropic venture of donating 5% of the revenue from its “Spring Fling Campaign” to the American Association for the Treatment of Opioid Dependence, (AATOD).

The impetus for this venture is driven by a profound desire to aid in the recovery and rehabilitation of persons struggling with opioid addiction. “Opioid dependence and the resulting deaths from overdose are all too common in Appalachia. If we can help, in some small way in the battle against this problem we can make the region stronger,” states Nancy Bruns, CEO of J.Q. Dickinson Appalachian Mercantile.

Unfortunately, drug overdose is the leading cause of accidental death in the United States, opioid addiction is driving this epidemic. According to data from the Centers for Disease Control and Prevention, (CDC), as of May 2020, some 81,000 drug overdose deaths occurred in the United States, the highest number of overdose deaths ever recorded in a 12-month period.

With its core foundation being family and its community, J.Q. Dickinson Appalachian Mercantile is dedicated to the continuity of good mental and physical health of Appalachia’s residents as well as the entire country. Inspired by family roots, the love of food, salt and farming as well as the magnificent landscape of the Appalachian region, J.Q. Dickinson Appalachian Mercantile is the only refined curator of fine Appalachian artisanal goods in West Virginia. A subsidiary of J.Q. Dickinson Salt-Works, (purveyor of fine Appalachian salt), the Dickinson Family “salt saga” began over 200 years ago in Malden, West Virginia with the founding of a salt production business.

The Dickinson Family was one of the largest producers in the area and made salt for more than 120 years. The region was the leading producer of salt in the country, with more than 50 businesses founded, and over 100 wells drilled. Siblings, Nancy Bruns and Lewis Payne, revived the family business in 2013.

Endowed with abundant natural resources, Appalachia is a vast and picturesque region that boasts 420 counties across 13 states and spans 205,000 square miles from southern New York to northern Mississippi. The region is the birthplace of American Country Music and the heart of Bluegrass Music, Appalachia is also the source of exceptional artisanal craftsmanship. These coveted skills were once essential to life in the Appalachian Mountains. Over time the priceless artisan skills and techniques were handed down to subsequent generations to ensure that the region’s culture and craftsmanship continues to flourish.

The Spring Fling Campaign runs through May 31, 2021. To discover J.Q. Dickinson Appalachian Mercantile’s Spring Collection and support its pledge to the AATOD visit [www.jqdappalachianmercantile.com](http://www.jqdappalachianmercantile.com)