Kinnikinnick (Bearberry) (Arctostaphylos uva-ursi)

Kinnikinnick is a prostrate, evergreen woody plant with long, trailing branches, 6-8" tall. It has leathery leaves and white or pink urn-shaped flowers followed by reddish-brown berries. Kinnikinnick is one of the finest groundcovers for full sun. It forms creeping mats and is best in well-drained soil. It will tolerate sterile soils, but too much moisture and/or shade can foster fungal diseases.

Look for West Coast-named cultivars or native wild types of this widespread species.

Links:
Plant habit: http://oregonstate.edu/dept/ldplants/aruv2.htm
Flower close up: http://oregonstate.edu/dept/ldplants/aruv6.htm
Leaves & fruit: http://oregonstate.edu/dept/ldplants/aruv5.htm