

# AMERICAN HIKING SOCIETY'S NATIONAL TRAILS DAY<sup>®</sup>



**2014 FINAL REPORT**



On American Hiking Society's National Trails Day® 2014, Mark Garcia reached the summit of Mt. Lowe (elevation: 5,606 ft) in the southern fold of the San Gabriel Mountains in California. The expansive clouds and rolling green hills provide a stunning backdrop for an area that once had the distinction of hosting the only electric traction railway in the United States until its closure in 1938. "Nature is cheaper than a gym membership," says Garcia. (Quote and photograph courtesy of Mark Garcia – 3rd place in the 2014 National Trails Day® photo contest.)



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Official National Trails Day Logo designed by Sharon K Schafer of Skydance Studios. Cover artwork designed by ParksByNature Network. This report was designed by John Michels, Director of Communications and Trail Programs, and Bill Sands.



# PRESIDENT'S MESSAGE

2014 was a significant year for our nation's public lands, marked by the 50th anniversary of the Wilderness Act, as well as the 50th anniversary of the enactment of the Land and Water Conservation Fund. Both Acts, signed into law in 1964 by President Lyndon B. Johnson, were established with the intent of preserving our natural resources and providing the public with beautiful spaces for outdoor recreation and relaxation.

Complementing these legislative efforts and other important environmental protections of the late 20th century, American Hiking Society launched National Trails Day® in 1993 to help physically connect Americans with these protected places. Through fun outdoor recreation activities, stewardship projects, and educational forums, American Hiking Society has engaged hundreds of thousands of Americans in the outdoors. National Trails Day®, now 22 years strong, is one of the nation's largest outdoor initiatives, and the premier celebration of our nation's incredible trails system.

National Trails Day® 2014 occurred on June 7, 2014, and brought more than 144,000 Americans outside to explore trails in all 50 states, Washington, DC, Puerto Rico and Canada. For some, it was their first visit to a National Park. For others, it was a chance to spend quality family time outdoors. Whether it was hiking, biking, horseback riding, or trail running, National Trails Day® 2014 enabled thousands of outdoor enthusiasts to get out and explore America's trails.

Once again, National Trails Day® served as the kick-off event for Great Outdoors Month. Great Outdoors Month was recognized with a Presidential proclamation from President Barack Obama, an annual occurrence dating back to the Clinton administration. Great Outdoors Month also received endorsements from all fifty governors who joined President Obama in highlighting the importance of our outdoor legacy.

The Administration's designation of 21 new National Recreation Trails (NRTs) also coincided with National Trails Day®. On June 6, the Department of the Interior and the US Forest Service designated 19 new hiking and biking trails and 2 water trails as NRTs, a move that added 452 miles to the National Trails System. "I can think of no better way to celebrate National Trails Day than to support the efforts of local communities by formally recognizing these

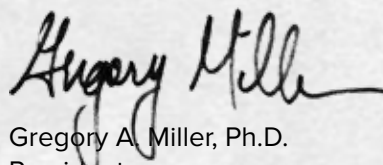
exceptional trails as national recreation trails," says Secretary of the Interior Sally Jewell.

Over 21,000 volunteers contributed their time and sweat to spruce up our nation's trails in time for the busy summer season. Their efforts resulted in the maintenance of 1,360 miles of trails, an equivalent value of \$2.2 million. As hikers, we owe you a tremendous amount of gratitude and sincerely thank you for your hard work on National Trails Day® and throughout the year.

National Trails Day® could not happen without the support of many national, state, and regional organizations and agencies. On behalf of American Hiking Society and our sponsors, I would like to thank all of you for highlighting the importance of America's trails through your continued support of our annual celebration. My sincere thanks goes out to these groups, as well as the tens of thousands of volunteers and enthusiasts who have given their time and effort so generously year after year. My thanks also goes out to our generous sponsors and our dedicated trail organization partners. Through our collective efforts, we will continue to develop, maintain, and protect trails to leave a positive outdoor legacy for future generations.

See you on the trail!

Sincerely,



Gregory A. Miller, Ph.D.  
President  
American Hiking Society





# EXECUTIVE SUMMARY

Saturday, June 7, 2014, marked American Hiking Society's 22nd annual National Trails Day®. Across the country, thousands of individuals and host organizations arranged local recreational events to celebrate America's magnificent trail system. Outdoor enthusiasts took to the trails to participate in hikes, bike rides, trail maintenance projects, paddling events, trail dedications, and more. This year, 2,113 trail-related activities were celebrated in all 50 states, the District of Columbia, Puerto Rico, and Ontario, Canada.

Since 1993, American Hiking Society has coordinated National Trails Day® on the first Saturday in June so that Americans from all walks of life can recognize the importance of and show their support for trails by using, maintaining and building them. This year...

- 2,113 activities took place in all 50 states, Washington DC, and Puerto Rico, engaging more than 144,000 people on trails.
- 21,800 trail volunteers participated in 439 projects and maintained 1,360 miles of trail, resulting in \$2.3 million of sweat equity.
- 76,600 hikers attended 1,089 hikes and walked a cumulative distance of 284,000 miles.
- 7,600 bikers attended 119 bike rides and pedaled a cumulative distance of 134,000 miles.
- 5,700 paddlers attended 70 paddling trips and paddled a cumulative distance of 28,000 miles.
- 1,100 equestrians attended 27 horseback riding trips and rode a cumulative distance of 17,000 miles.

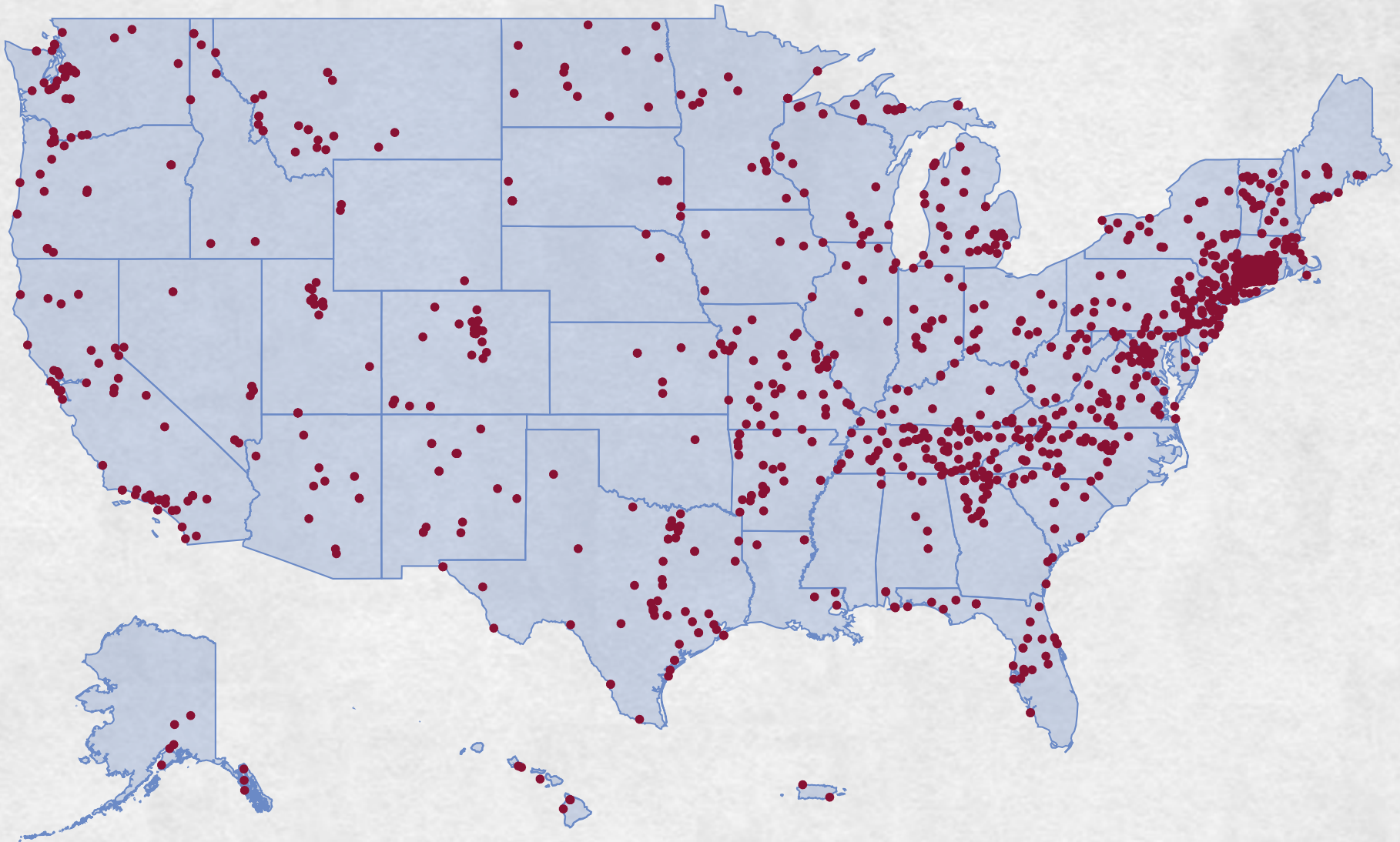
National Trails Day® 2014 was made possible by our generous sponsors: Adventure Medical Kits, Columbia Sportswear, Tilley Endurables, The North Face, Gregory Packs, Brooks Range Mountaineering, and Save the Redwoods League; and Federal Agency Partners: USDA Forest Service, US Fish and Wildlife Service, National Park Service, Bureau of Land Management, and the Federal Highway Administration.



# NATIONWIDE IMPACT

Every year, outdoor organizations and recreation clubs join the National Trails Day® celebration to show support for trails and to give their members, employees, neighbors, families, and friends the opportunity to experience the great outdoors. Hundreds of thousands of Americans have celebrated NTD

every year since its inception in 1993. This year, host organizations registered 2,113 activities at 1,322 sites across the country. The points on the map below indicate sites of the many National Trails Day® activities.



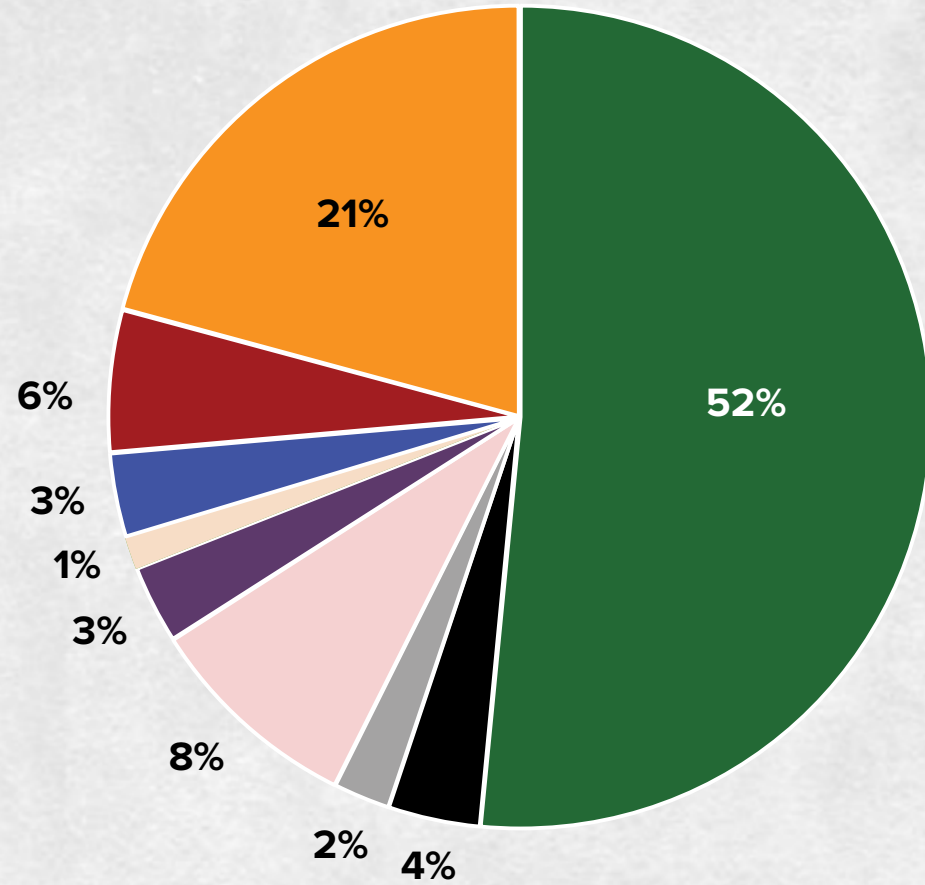


# ACTIVITIES BY TYPE

In 2014, hiking and trail running were the most common activities to occur on National Trails Day®, accounting for 52% of the total. Trail stewardship, which includes trail building, maintenance, cleanups and invasive species

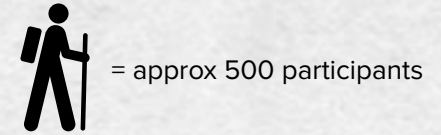
removal, took second place in overall prevalence. American Hiking Society looks forward to seeing continued emphasis on hiking and trail stewardship by National Trails Day® event hosts in future years.

Activity	Number
Hiking & Trail Running	1,089
Trail Stewardship	439
Biking	119
Paddling	70
Equestrian	27
Children's	65
Exhibits & Presentations	180
Trail Dedications	47
Other	77



Total 2,113

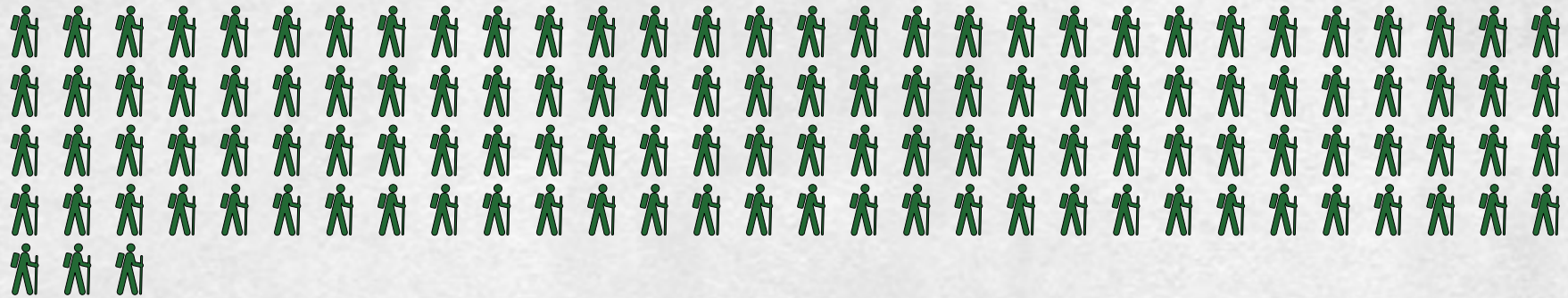
# PARTICIPATION



An estimated 144,700 people participated in National Trails Day® events on June 7. Many participated in multiple activities. Not represented below are the 4,600 participants in children's activities, 3,700 participants in trail dedications,

23,200 participants in special exhibits, demonstrations, and presentations, and 6,300 participants in other activities such as festivals and rock climbing activities, among others.

## 76,600 HIKERS



## 21,800 VOLUNTEERS



## 7,700 BIKERS



## 6,700 PADDLERS



## 1,100 EQUESTRIANS

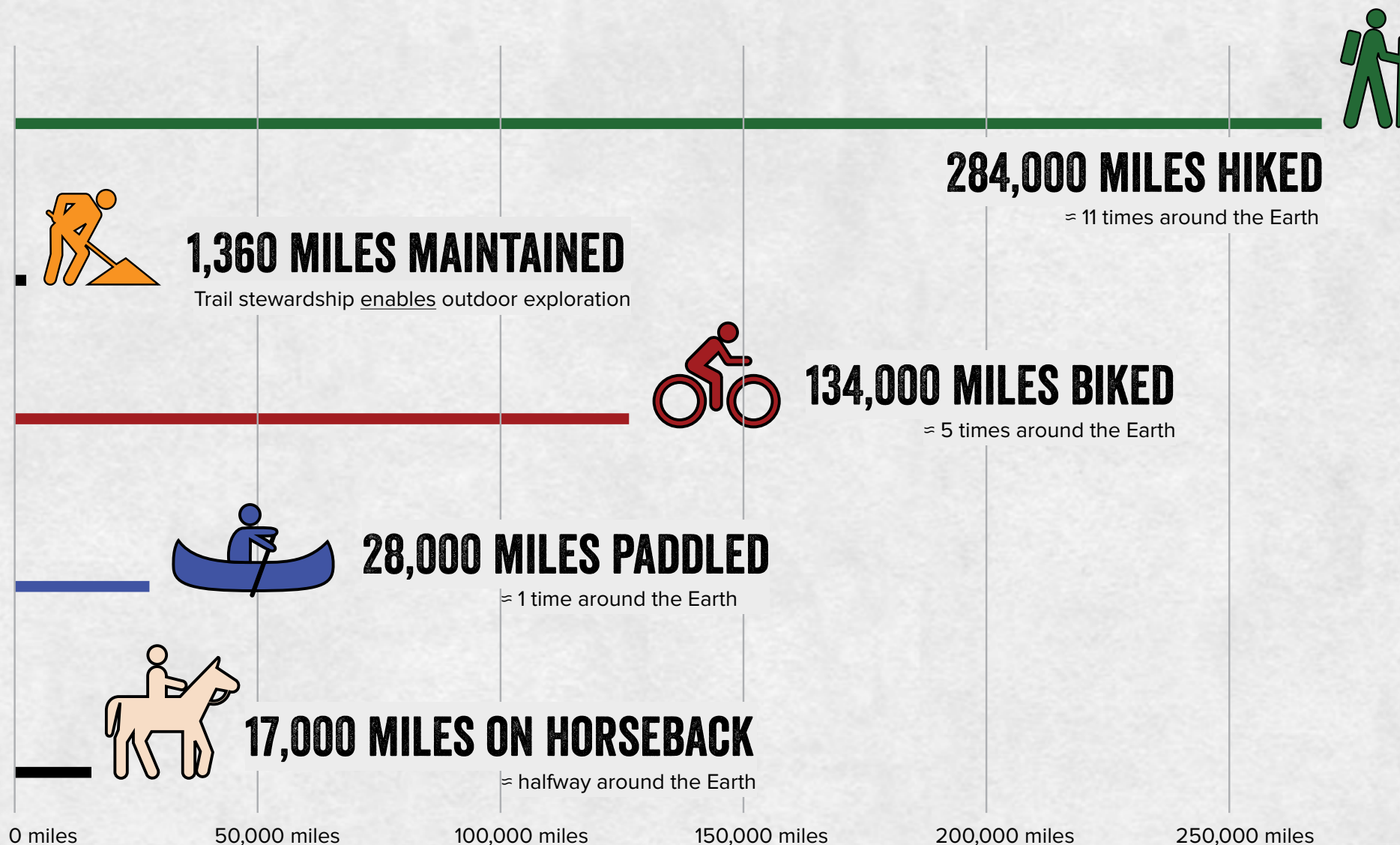




# TOTAL DISTANCE EXPLORED

Harnessing the collective actions of the thousands of hikers, volunteers, bikers, paddlers, equestrians and additional outdoor enthusiasts is what gives the National Trails Day® movement its voice. On this singular day, 76,600 hikers and trail runners traveled a combined 284,000 miles on foot, the rough equivalent

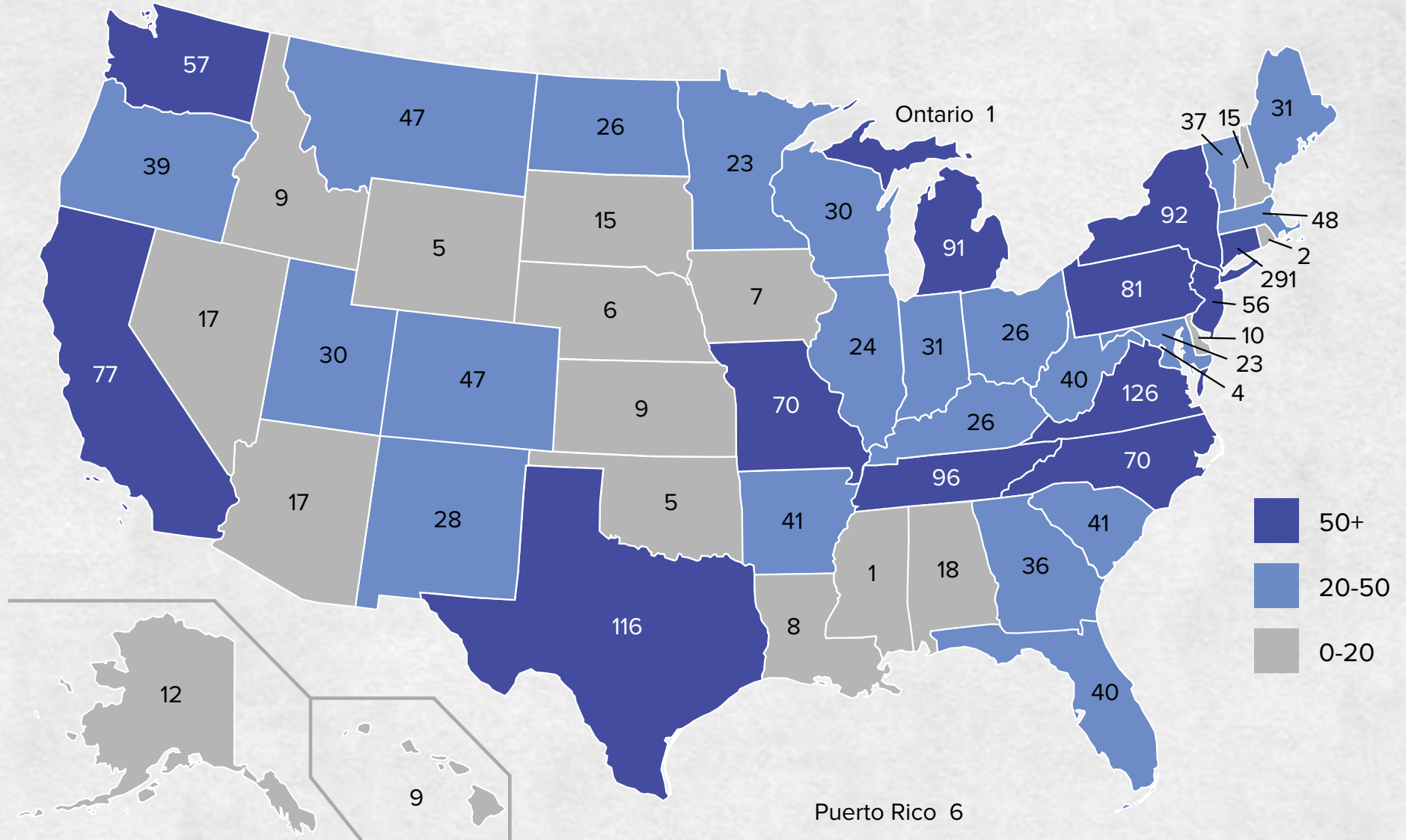
of hiking 11 times around the Earth! 21,800 volunteers built and maintained over 1,300 miles of trail. 7,700 bikers rode 134,000 miles. 6,700 paddlers traveled 28,000 miles. And 1,100 equestrians rode 17,000 miles.



# ACTIVITIES BY STATE

For the thirteenth year in a row, Americans celebrated National Trails Day® in all 50 states plus the District of Columbia. This year, there was

even participation in Puerto Rico and Ontario, Canada. The map below displays the number of activities celebrated within a given state.

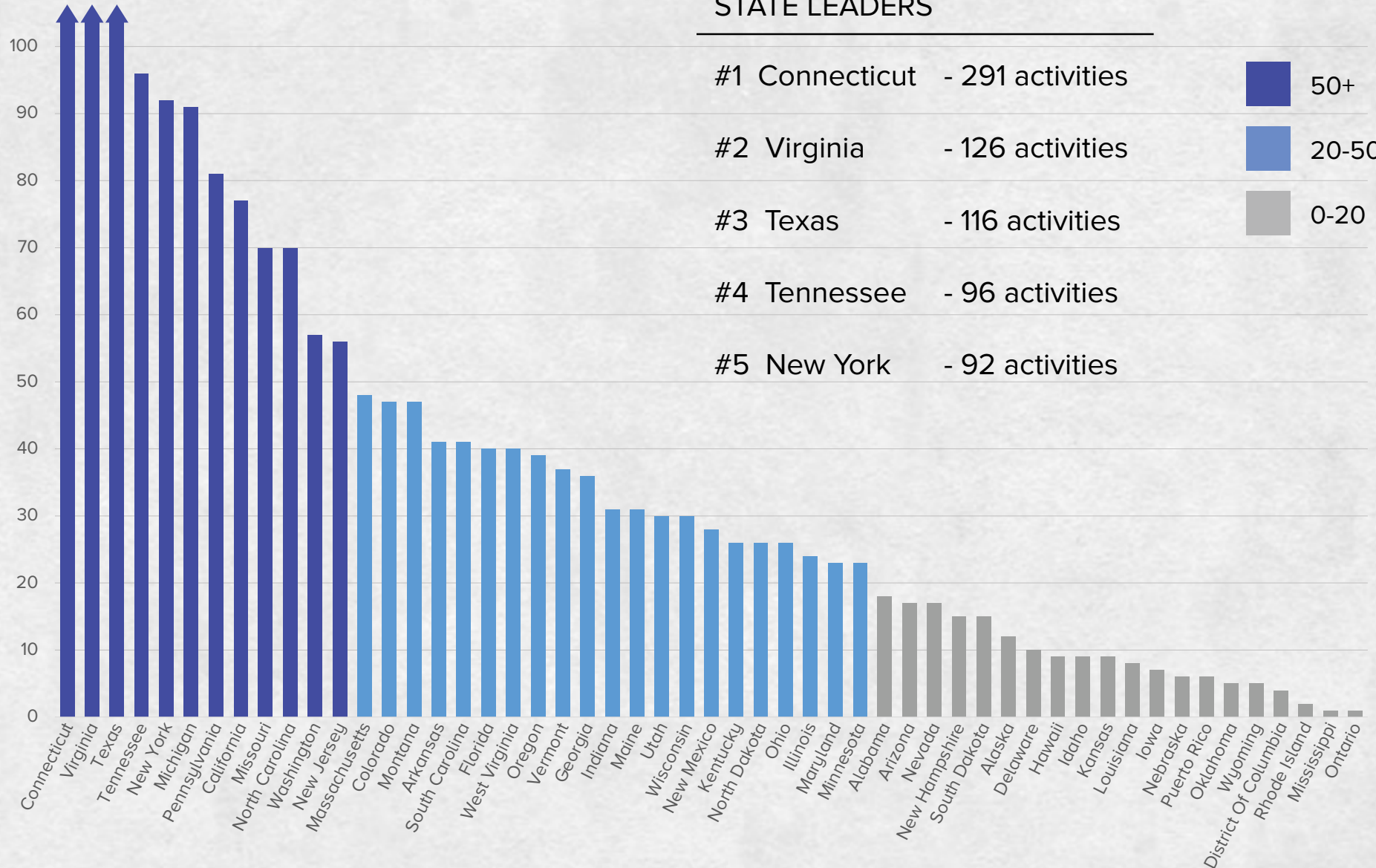




# ACTIVITIES BY STATE

National Trails Day® is the perfect day for states to showcase the wonderful recreational opportunities their trails can provide. This year, 12 states succeeded in hosting more than 50 activities, three of which hosted more

than 100 activities. Thanks to the tremendous efforts of Connecticut Forest and Parks Association, the state of Connecticut took the lead for the state with the most National Trails Day® events.



# HIKING & TRAIL RUNNING

Central to American Hiking Society's mission is the promotion and protection of the hiking experience. Hiking enables people everywhere to get outside, experience nature, and view breathtaking landscapes. Hiking provides a number of health benefits and is an activity that can be enjoyed by people of all ages. On National Trails Day® 2014, hiking was the most prevalent activity across the country, with 52% of

activities involving hiking. In 2014, more than 76,000 hikers explored 284,000 miles – the equivalent of hiking from New York to San Francisco 97 times, or hiking 11 times around the globe. The following pages contain a selection of wonderful stories from National Trails Day®. Read on for a detailed look at the adventures of America's hikers and trail runners.



Stephanie Hatton took this photo of her wife Stacy and son Wyatt standing next to a totem pole at the entrance of the Nature Preserve Trail in Ohio, where the family “had an absolute blast hiking.” For Wyatt, it was his first hike ever. “He cannot wait to go on our next hike!” says Hatton.



This picture from Samantha Thomas captures the beauty of the trek to Buckhorn Pass (by way of the Tubal Cain Trail) in the Buckhorn Wilderness of the Olympic Mountains, Washington.



The Hollywood sign made for quite the photo opportunity for Catherine Salgado and her son. The pair started at the Charles Turner Trailhead and made their way across a series of challenging trails to Mount Hollywood, California, where they posed for this picture.





National Trails Day proved to be a reunion for Jim Hall and his friend, Betty Pike. Says Hall, “[Betty] went to grammar school with me... It was my first time seeing her in 20 years!” The pair, along with other hikers, explored the Pine Mountain Trail in Georgia.





# HIKING & TRAIL RUNNING



Marlene Mayfield and her friend Cathy proudly wore their National Trails Day® T-shirts as they traveled through Acadia National Park in Maine. Of the trip, Mayfield said, “We had a great day of hiking the trails and meeting people!”



At the summit of South Franklin Peak in the Franklin Mountains State Park of El Paso, Texas, Adrianna Weickhardt and her friends were all smiles. Weickhardt called the excursion “exhilarating”.



Three generations of Waggoners were outside for a family hike at Ft. Atkinson, Wisconsin, on National Trails Day®. As evidenced here, they were ready for anything. (Photo Credit: Wilbur Waggoner)



Adam Lippmann spent his National Trails Day® hiking the Metacomet Trail in Berlin, Connecticut. The hike culminated in this picture, taken from the peak of Ragged Mountain.



Robert Sotomayor and his friends were in Joshua Tree State Park, CA, for National Trails Day®, where they spent the day exploring the park’s many valleys and rock formations.





These happy hikers completed the advanced orienteering course at Moss Park, Orlando, Florida, where the Central Florida Chapter of the Florida Trail Association celebrated National Trails Day®. (Photo Credit: Carl Anglesea)



Grayson Highlands State Park offers a number of trails and pastures for horseback riders and their horses. On her hike, Dana Keele paused for a quick photo with some of the ponies that can be found in the Virginia forest.



The Chequamegon Chapter of the North Country Trail Association, Wisconsin, donned their mosquito nets and participated in a hike led by naturalist Emily Stone in the Chequamegon-Nicolet National Forest. (Photo Credit: Mary Stenberg)



The vastness of the Adirondack Mountains was on full display in upstate New York as they dwarfed this group of hikers. (Photo Credit: iHike NY)



As preparation for her upcoming ascent of Mount Whitney, Sarah Long and friends spent two days climbing Kearsarge Pass in California.



On the Grandfather Trail in North Carolina, hikers clamber down interesting rock formations. (Photo Credit: Dave Fairall)



# HIKING & TRAIL RUNNING



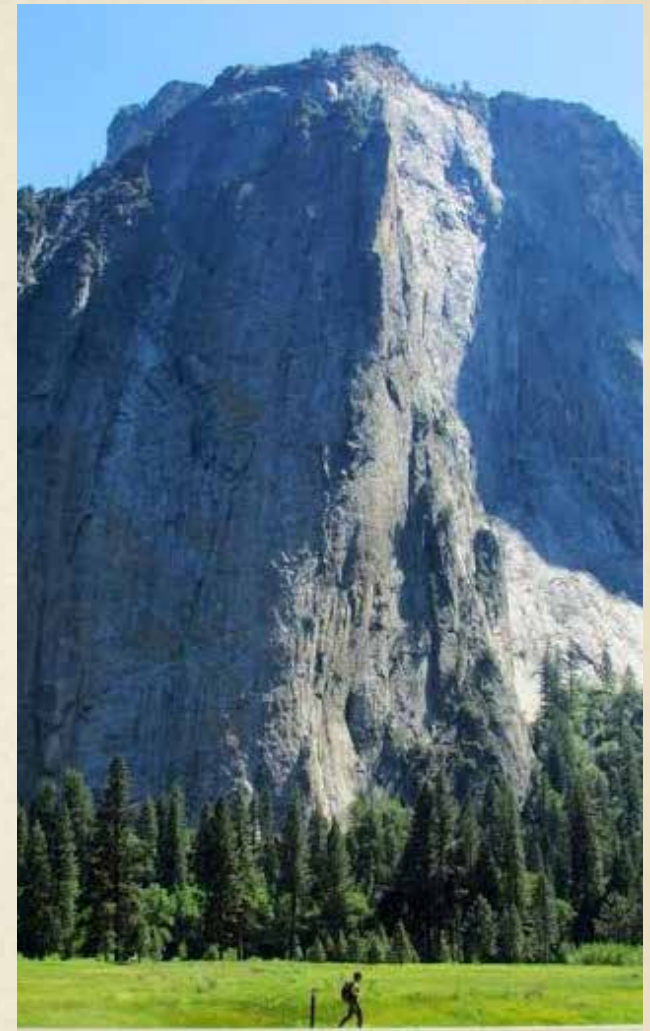
Kristen Mosley and her husband came across this lopsided bridge while hiking through Great Smoky Mountains National Park, Tennessee.



“June gloom is just another kind of pretty,” posits hiker Richard Newberger. With the help of a little musical accompaniment, friends were in high spirits as they traveled along the foggy Mesa Peak Trail in California. Photo credit: Peter Kosenko



While hiking through Steamboat, Colorado, Susan Hutchinson stopped to pose for a picture next to Fish Creek Falls.



Yosemite National Park, in California, is one of America’s largest parks and features many imposing formations and mountains. Cliffs such as the one pictured above overshadow hikers and trees alike. (Photo Credit: Mary Davis Barber)



Santa Fe, New Mexico - With the Atalaya Mountain in the background, this mother-son team sets off on the trail. “This was a great kick-off... to get folks out on our amazing city trails.” (Photo Credit: Tim Rogers)





Happy runners took part in the Deckers Creek Trail Half Marathon 2014 in Morgantown, WV. The Mon River Trails Conservancy hosts the race annually as a fund-raiser for the local rail-trails. (Photo Credit: Maria Af Rolen & iPlayoutside.com)



Members from the hiking group Club24 in North Bend, Washington, pose while hiking up Mt. Washington. The mountain features a difficult 3,400 ft. elevation gain in only 4 miles, but was no problem for this experienced group. (Photo Credit: Kim Arellano)



Catherine Davis and her family enjoyed a hike out in the Great Smoky Mountains in Tennessee on National Trails Day®. The Davises explored the Laurel Falls Trail and came across exciting floral life, waterfalls, and even a mother bear and her cub.



This beautiful, narrow pass on Canyon Trail, Nevada, was a tricky challenge for hikers to squeeze through. (Photo Credit: Mary Keirns)



At the Griffith Park Observatory in Los Angeles, CA, hikers gathered to receive instructions before heading out on their adventure. (Photo Credit: Sylvia Quinteros)



Hikers faced long flat stretches and plenty of sunshine as they participated in a "Hike Across The Prairie" in Plano, Texas. (Photo Credit: Jeff Campbell)



# STEWARDSHIP

In order for National Trails Day® to exist, there must first be trails on which to hike or ride. For this reason, trail stewardship is an essential element of the Trails Day experience. Every year, thousands of volunteers pick up their shovels, picks, and pulaskis to prepare our nation's trails for the busy summer season. On National Trails Day® alone, 21,800 workers built, maintained, and restored 1,360 miles of trail nationwide. That's the same distance as a hike from American Hiking Society's headquarters in Silver Spring, MD, to Dallas, Texas.

Volunteerism, however, is not limited to trail maintenance. On national, state, and local levels, volunteers help with every step of the trail-building process on National Trails Day® and throughout the year, from surveying land and planning the building process to performing construction work. American Hiking Society thanks all of the volunteers who have given their time and sweat to improve the quality of America's trails. You have provided a tremendous service to the country. Job well done!



Volunteers enjoyed a day of hard work along the Kings Canyon Trail in Nevada. By the end of the day, volunteers had built 1,075 feet of new trail. (Photo Credit: Jeff Potter)



In Hapgood-Wright Forest, Massachusetts, volunteers from around the region came together to celebrate National Trails Day® with the Appalachian Mountain Club in the Bay Circuit Town of Concord. The group included an enthusiastic mix of individuals and families, avid hikers and experienced trail stewards. (Photo Credit: Beth Gula)



In Florida, twenty-five volunteers were hard at work clearing five miles' worth of debris from the Cross Florida Greenway. The group also cut back vines and other encroaching plants, and spent time repairing structures along the trail and at neighboring campsites. (Photo Credit: Bre Ximenes)



Spanning 2,400 acres of open space, Colorado's William Frederick Hayden Park requires constant care and maintenance. On National Trails Day®, over 100 volunteers, staff, and partners joined together to help reroute a section of the "Box o' Rox Trail," a heavily-used section of the park. (Photo Credit: Lydia Lawson)





# STEWARDSHIP



Members of the Back Country Horsemen saddled up for a day of riding and trail maintenance deep in the forest. Altogether, the group had a very enjoyable and productive National Trails Day® as they cleared over 9 miles of trail and 42 downed trees along the Piedra Stock Trail in Colorado. (Photo Credit: Bev Warburton)

Trail stewards at Lake Wappapello State Park in Missouri had a busy day on June 7th as they worked on the Allison Cemetery Trail. One of the more arduous tasks involved replacing old trail steps on a steep embankment. (Photo Credit: Vergial Harp)



This work crew came ready for action, bringing along 6 power brush cutters, 1 trail brush mower, and an assortment of loppers as they worked in Port Townsend, Washington. (Photo Credit: Jeff Chapman)



In 2012, construction on North Carolina's Boone United Trail officially began. For two years, dedicated volunteers have worked on the trail, as seen here in this picture taken this past May. On June 7th a ceremony was held to commemorate the trail's opening. (Photo Credit: Eric Heistand)





This diverse group of volunteers helped restore soft-surface trails at Memmen Ridge Open Space in Castle Rock, Colorado. Photographed are scouts from Boy Scout Troop 261, members of the local 6202 Cycling Club, staff from The North Face Castle Rock Outlet Store and crew leaders from the POST (Parks Open Space Trails) Partners Volunteer Program. (Photo Credit: Barbara Spagnuolo)



Volunteers at Hemlock Bluffs Nature Preserve celebrate after receiving a \$10,000 grant from REI to help with trail improvement projects. The money was quickly put to good use, as over 70 volunteers mulched trails, re-graveled stairs, and cleared portions of the non-native, invasive bamboo. “Our staff would not be able to get all of this work done without the help of our volunteers on National Trails Day,” says Park Attendant Morgan Bosse.



This bridge, as well as two others nearby in Olympic National Park, Washington, is the result of over two years of work by the Peninsula Chapter of the Back Country Horsemen of Washington. The final phase of the project was completed in early June when they fixed a tipped root wad on the trail and placed the final railings along the logs. (Photo Credit: Cate Bendock)





# YOUTH STEWARDSHIP

Working to preserve and protect the country's trails can pose a challenge, but on National Trails Day®, even America's youngest volunteers can't be deterred. Many organizations including the Boy Scouts of America and the Student Conservation Association helped American Hiking Society engage the

country's next generation of youth stewards with calls to action. As a result, thousands of young volunteers were active on June 7, working to provide safe and enjoyable experiences for hikers. A big thank-you to all our hardy helpers! We look forward to getting out on the beautiful trails you've helped restore.



Proving that National Trails Day® is for all ages, these young volunteers were able to lend a helping hand by restoring the facilities in Hemlock Bluffs Nature Preserve, North Carolina. (Photo Credit: Morgan Bosse)



On National Trails Day®, Boy Scout Troop 165 in Lancaster, Ohio, collaborated with the Central Ohio Orienteers for a fun day of trail maintenance. They cleared debris, removed fallen trees, and participated in an orienteering course and contest laid out by the orienteering club at Alley Park. (Photo Credit: Steve Daugherty)



Over 30 children, including the two seen here, resurfaced 930 feet of trail with 7 tons of fill material for the City of Fort Collins Natural Areas Department in Colorado. The children were "excited, focused and adorable," according to one of the chaperones. (Photo Credit: Catherine Dillon)



Friends and family took a quick break to relax and have some fun after a long day of stewardship along the Boone United Trail in North Carolina. (Photo Credit: Eric Heistand)





# BICYCLING

Although American Hiking Society is principally an advocate for hikers, our constituency recognizes and supports the value of multi-use trails. Bicycling is hugely popular across the country, as evidenced by the turnout for National Trails Day® 2014: 7,660 cyclists rode over 134,000 miles. June 7th saw a diverse

group of cycling events, with activities ranging from group rides to races to bike safety workshops. Read on to learn more about how the nation's cyclists spent National Trails Day®.



In the hills of California, bikers faced a daunting climb on their ascent to the famous “Hollywood” sign. (Photo Credit: Sylvia Quinteros)



Participants with Get Fit Great Falls were busy on National Trails Day®, as the organization hosted a variety of activities, including two bike rides. Here, a couple of explorers paused for this photo in the hills of Great Falls, Montana. (Photo Credit: Jane Weber)



The hilly terrain of Post Canyon, Oregon, provided an excellent challenge for even the most experienced bikers. (Photo Credit: Paloma Ayala Vela)



# PADDLING

Although paddling events were not as common as hikes on National Trails Day®, America's water trails had a strong showing on National Trails Day® as they demonstrated their important recreational and transportational purposes. After all, a trail, by its simplest definition, is a path along which something travels or

moves, so it's only fitting that American Hiking Society enthusiastically endorses NTD celebrations on blueways and water trails. Almost 6,000 participants covered over 28,493 miles as they discovered the benefits of water trails through a variety of NTD paddling activities.



“It doesn't get any better than this!” says Tammie Thomas of her kayaking experience with her family in Kentucky. The Thomas family spent the day out on the water at the Moutardier Campground in Bee Spring.



Fifteen organizations and businesses set up booths in a park in Great Falls, Montana, where participants gathered to check out the displays. Local businesses and clubs came out to support the effort including Medicine River Canoe Club, pictured above. (Photo Credit: Jane Weber)



Taking a less conventional approach to river trail exploration, Kathleen Fitzpatrick and her family went tubing in the canyons of Phoenix, Arizona.



# EQUESTRIAN

For those looking to cover more ground, horseback riding is another great way to explore America's trails. On National Trails Day®, 1,068 equestrians rode nearly 17,000 miles. All over the country are multi-use and equestrian-specific trails that allow riders the opportunity to discover some of our nation's historic

trails, and on National Trails Day®, riders and their trusty steeds explored forests, deserts, and mountains. Take a look at some of the images captured of the various locales visited on National Trails Day®.



Out on the trail in Olympic National Park, Washington, these horses were rather busy, as they had to carry not only their riders but equipment and tools as well. Here, they took a quick break to catch their breath and grab a drink of water, and they were even kind enough to pose for the camera. (Photo Credit: Cate Bendock)



On Colorado's Marshall Mesa Trail, riders face challenges such as vast stretches of prairie and steep hills, but the beautiful scenery, as evidenced here, makes for a rewarding experience. (Photo Credit: Jillian Stinson)



"The family that rides together stays together," says Phyllis Cross, pictured here with her kin in Malibu, California. The group enjoyed National Trails Day® in style as they rode together in the California desert.



# EDUCATION

Sustainable trail systems bring people together, connect them with our national and cultural heritage, promote healthy lifestyles, and serve as an integral role in conservation. National Trails Day® is an excellent opportunity for event organizers to inform and educate citizens on the importance of trails in America.

With 65 activities geared towards children, organizers also used NTD to teach the next generation about the responsibilities involved with trail construction and maintenance.



In Centennial Cone State Park, Colorado, Boy Scout Troop 324 completed a hike along the Travois Trail. The hike provided an excellent opportunity for the Scouts to learn about the essentials of hiking and wilderness and culminated in a gorgeous mountain-top view of the park. (Photo Credit: Troy Bettinger)



A Park Ranger explains the lay of the land to curious hikers at the base of Rumbling Bald Mountain in Chimney Rock State Park, North Carolina. (Photo Credit: James Ledgerwood)



Jim See addresses a group of eighth grade students from Sandpoint, Idaho, at the Pulaski Tunnel overlook. The students had been studying the Pulaski story and the Great Fire of 1910. Says See: "I emphasized that we were at a site listed on the National Register of Historic Places. They were also at a sacred site, for six men had died there in service of their country."



# OPENINGS & DESIGNATIONS

National Trails Day is a popular day for trail clubs and agencies to open brand new trails, since it is the beginning of the trail season. In addition to the National Recreation Trail Designations set forth by the Federal government, a number

of other trail dedications also occurred on National Trails Day®. This year, there were 47 trail openings and dedications (excluding NRTs).



Volunteers celebrate the opening of the Culbreth Road underpass in Chapel Hill, North Carolina. The newly-designed underpass allows bikers to travel through the town without needing to cross any major roadways, making the experience much safer and more enjoyable. (Photo Credit: William Webster)



About 80 people gathered at Maple Springs Trailhead in Kentucky on National Trails Day® to celebrate the Big Hollow Trail, a new 8-mile trail constructed in Mammoth Cave National Park for hikers, trail runners and mountain bikers. “Trails are good for the park, and good for the visitor. They exercise your heart, mind, body, and soul,” said Superintendent Sarah Craighead. (Photo Credit: Vickie Carson)



June 7th was the official opening for a section of the North Country National Scenic Trail. Hikers and rangers alike were on hand for the ribbon-cutting ceremony in Maplewood State Park, Minnesota. (Photo Credit: Matthew Davis)



# NATIONAL RECREATION TRAILS



On National Trails Day®, twenty-one trails were designated as National Recreation Trails (NRTs) by Secretary of the Interior, Sally Jewell, and the Director of the National Park Service, Jon Jarvis. The new trails stretch across eleven states and add 452 miles to the National Trails System.

“These trails provide easily accessible places to get exercise and connect with nature in both urban and rural areas,” Jewell

said. “They promote our goal of encouraging all Americans, especially youth, to play, learn, serve, and work in the great outdoors.”

“The National Trails System connects Americans with federal, state and local lands nationwide,” Jarvis said. “As we celebrate National Trails Day, this network of more than 16,000 miles continues to grow and offer new opportunities for Americans to explore the great outdoors.”

Below is a list of the 21 newly designated National Recreation Trails:

## ARIZONA

Wild Burro Trail

## CALIFORNIA

North Slope Trail  
Ventura River Parkway Trail

## FLORIDA

Apalachicola River Blueway

## GEORGIA

Harbins Park Trail System  
Little Mulberry Park Trails  
McDaniel Farm Park Trails  
Settles Bridge Park Trail

## MASSACHUSETTS

Dedham Loop Water Trail  
Mass Central Rail Trail (Northampton Section)  
New Haven & Northampton Canal Rail Trail (Northampton Section)

## MICHIGAN

Copper Harbor Trails

## NEW YORK

Genesee Valley Greenway State Park  
Harlem Valley Rail Trail – Columbia County  
Harlem Valley Rail Trail – Dutchess County  
Hudson Valley Rail Trail  
Long Path through Mine Kill State Park

## NORTH CAROLINA

Rocky Knob Park Trail System

## PENNSYLVANIA

Horse-Shoe Trail – Warwick to FCSP Section

## SOUTH CAROLINA

SC Revolutionary Rivers

## TENNESSEE

Urban Wilderness South Loop Trail



In Ventura, California, Patrick Johnston of the National Park Service presents Ventura Hillside Conservancy Vice President David Comden with the official National Recreation Trail seal and certificate for the Ventura River Parkway Trail.



# TRAILS DAY CHAMPIONS



American Hiking Society recognizes the commitment and success of all the organizations involved in building National Trails Day® into the outstanding day of fun and service it is today. From its humble beginnings and lofty vision of bringing together trail organizations from around the country, National Trails Day® has truly grown into a successful event series that Americans look forward to, year-round.

This success story would not be possible without support from a broad range of organizations and foundations. As a way to honor our most prolific promoters and event organizers, American Hiking Society has issued the National Trails Day® Champion award. This badge symbolizes the commitment and dedication to the ideals of National Trails Day® and indicates excellent performance in event organizing and/or national promotion.

This year, American Hiking Society recognizes 22 Trails Day Champions. Though these organizations vary in size and scope, they all share the common devotion to the outdoors that keeps National Trails Day® alive. The Trails Day Champions for 2014 are as follows:



**Connecticut Forest & Park Association (CFPA):** Since the initiation of National Trails Day® in 1993, CFPA has rallied participation on an annual basis throughout the entire state of Connecticut. Connecticut Trails Day Weekend has become so

successful that every year for the last 6 years, Connecticut has organized more National Trails Day® events than any other state. In 2014 alone, CFPA coordinated more than 250 Trails Day events.



**Recreational Equipment Inc. (REI)** has been providing quality gear to outdoor adventurers and explorers for more than 75 years. REI has also played an active role in the promotion of National Trails Day® since its inception in 1993. Every year, select stores organize stewardship events and

recruit volunteers to help with the projects. 2014 was no exception as many stores elected to join in the nationwide trails celebration.



**Student Conservation Association (SCA):** Focusing on youth development and education, SCA is dedicated to building the next generation of conservation leaders and inspiring lifelong stewardship of the environment and communities. In 2014, Student Conservation Association celebrated National Trails Day® by organizing many high-profile stewardship events in areas that required attention.

**Boy Scouts of America (BSA), Order of the Arrow:** Order of the Arrow, the national honor society of Boy Scouts of America, has embraced the ideals of National Trails Day by encouraging its members to participate in and organize events wherever possible. BSA places high value on the importance of conservation and environmental awareness, awarding merit badges for essential outdoor skills including hiking, First Aid, and camping. In 2014, Boy Scouts of America organized numerous events and helped spread the word about the importance of trails in our country.



**Ice Age Trail Alliance (IATA)** is responsible for the upkeep of the Ice Age Trail, one of only eleven National Scenic Trails in the country. The state of Wisconsin, with help from IATA, has been able to secure 10,000 acres of land, allowing for the permanent protection of these acres and the trails that cross through them. On National Trails Day® and throughout the year, IATA organizes thousands of volunteers who contribute tens of thousands of hours to the trail's development and maintenance.

**North Country Trail Association (NCTA):** Spread across seven states, NCTA is a union consisting of volunteers, trail groups, local chapters, and corporate sponsors who have banded together to maintain the North Country National Scenic Trail. NCTA was particularly busy on National Trails Day®, hosting many events including hikes, geocaching challenges, backpacking trips, and more.





# TRAILS DAY CHAMPIONS



**NY/NJ Trail Conference:** Since 1920, the New York-New Jersey Trail Conference has partnered with parks to create, protect, and promote a network of over 2,000 miles of public trails in the New York-New Jersey metropolitan region. The Trail Conference organizes volunteer service projects that keep these trails open, safe, and enjoyable for the public.

On National Trails Day®, the New York-New Jersey Trail Conference organized over twenty events, ranging from stewardship projects to history lessons.

**National Park Service:** The National Park Service is responsible for preserving and maintaining the national park system, a network comprised of 401 areas and covering more than 84 million acres across all fifty states. These areas include national parks, recreation areas, scenic rivers and trails, and even the White House. On June 7th, many events across the country were made possible thanks to the efforts of the National Park Service.



**Army Corps of Engineers:** With environmental sustainability as a guiding principle, The U.S. Army Corps of Engineers has approximately 37,000 dedicated civilians and soldiers delivering engineering services in over 130 countries worldwide. More locally, the Corps focused their efforts on sponsoring numerous events and activities on National Trails Day®, including lengthy hikes and trail runs.



**America's State Parks:** In 2014, approximately 1 out of every 3 National Trails Day® events occurred in a state park or forest thanks to the support of America's State Parks. The following state park systems generated significant interest by encouraging each of its state parks to organize fun, family-friendly events:



- Missouri State Parks
- Virginia State Parks
- Tennessee State Parks
- New Jersey State Parks
- Maryland State Parks
- Connecticut State Parks
- Texas State Parks
- North Carolina State Parks
- North Dakota State Parks



**US Forest Service:** The United States Forest Service controls the nation's 155 national forests and manage more than 158,000 miles of trail. USFS forests were the site of over one hundred forty events in more than twenty states on National Trails Day, providing hikers the opportunity to explore and maintain trails throughout the forest system.

**US Fish & Wildlife Service:** The Fish and Wildlife Service manages the 150 million-acre National Wildlife Refuge System, which consists of more than 551 National Wildlife Refuges as well as seventy National Fish Hatcheries and sixty-five fishery resource offices. FWS hosted a large number of diverse activities on National Trails Day®, including Refuge explorations, fishing contests and stewardship projects.



**Bureau of Land Management:** Responsible for administrating one-eighth of the landmass of the country, the Bureau of Land Management is dedicated to "sustaining the health, diversity, and productivity of public lands". BLM was active on National Trails Day, designating new National Monuments and hosting critical trail maintenance events.

In total, 663 activities took place on State Park Land  
433 State Park Sites  
46,054 people attended

- 102 trail stewardship projects, 5,272 volunteers, 23,588 volunteer hours, 321 miles of trail maintained
- 396 hikes, 23,108 hikers and trail runners, 1,248 miles covered, 95,921 miles total hiked
- 34 bike rides, 1,268 bikers, 290 miles covered, 12,585 miles total biked
- 8 horseback rides, 237 equestrians, 101 miles covered, 2,566 miles total on horseback
- 24 paddling trips, 2,427 paddlers, 117 miles covered, 12,275 miles paddled
- 99 other activities, 13,558 participants




# TRAILS DAY CHALLENGE






For each of the eight weekends leading up to National Trails Day®, American Hiking Society teamed up with Menasha Ridge Press and offered NTD participants a collection of downloadable hike guides from the “60 Hikes within 60 Miles” book series, to get them in-shape for June 7. Participants were asked to download the guide of their choice, hike the trail and post their best “selfies” online. The social media promotion was a huge success. Hundreds participated and several were selected to win great prizes.

**2014 Trails Day Challenge**

Are you ready for a challenge? Leading up to National Trails Day, American Hiking Society and [Menasha Ridge Press](#) are offering a series of hiking challenges\* to prepare you for your ultimate adventure on National Trails Day. So check out this week's challenges, get outside and conquer one of these amazing hikes.

**RULES:** To enter take a photo of yourself next to the trail head or on the trail, upload the picture to facebook or twitter and tag [@AmericanHiking](#) ([facebook](#) / [twitter](#)) or [@MenashaRidge](#) ([facebook](#) / [twitter](#)) with #NationalTrailsDay.



				
<b>STEP 1:</b> Go hiking on ANY trail. Bonus points if you use one of the locations listed below.	<b>STEP 2:</b> Snap a photo of yourself at the trail head or while you're on the hike.	<b>STEP 3:</b> Tweet the photo to <a href="#">@AmericanHiking</a> , or post it to our <a href="#">Facebook</a> or <a href="#">Instagram</a> accounts.	<b>STEP 4:</b> Tag either <a href="#">@AmericanHiking</a> or <a href="#">@MenashaRidge</a> with the hashtag <a href="#">#NationalTrailsDay</a> .	<b>STEP 5:</b> Win Prizes! <a href="#">#Awesome</a>

**PRIZES:** Each week, a winner will be randomly selected to receive a National Trails Day T-shirt, and a Menasha Ridge “60 Hikes within 60 Miles” guidebook in a city of their choice.

**Challenge #1: April 10-13**
**Challenge #2: April 17-20**

American Hiking Society shared a link. Posted by Ahs Staff · May 1 · Edited

You talked - we listened. Now everyone can participate in the 2014 Trails Day Challenges. This week we're selecting 2 WINNERS to receive a National Trails Day 2014 T-Shirt, a Menasha Ridge Press "60 Hikes within 60 Miles" guidebook to the city of their choice, AND THIS WEEK ONLY a limited edition AHS logo'd Wenger Swiss Army Knife. Boom.

**RULES:**  
 (1) Hike any trail you want - BONUS POINTS for hitting one of the trails on our WEEK 4 challenge list - <http://www.americanhiking.org/national-trails-day/2014-challenge/>  
 (2) Upload a photo of yourself at the trailhead to our Facebook Page, Instagram, or Twitter  
 (3) Tag [@AmericanHiking](#), [@MenashaRidge](#), and [#NationalTrailsDay](#).  
 (4) WIN AMAZING PRIZES

And don't forget to participate in American Hiking Society's National Trails Day, on June 7. <http://www.americanhiking.org/intd-events/>  
 Fun events are happening all across the country to help you explore the outdoors.

American Hiking Society's National Trails Day is made possible by the generous support of Corporate Sponsors—Adventure Medical Kits, Columbia Sportswear, Gregory Mountain Products, Tilley Endurables, and The North Face, as well as Supporters—America's State Parks, Oh, Ranger!, Backpacker Magazine, Boy Scouts of America, REI, Pocket Ranger, Menasha Ridge Press and, Student Conservation Association, and Federal Partners—Bureau of Land Management, Federal Highway Administration, National Park Service, U.S. Forest Service, and U.S. Fish and Wildlife Service



**2014 Trails Day Challenge - American Hiking Society**  
[www.americanhiking.org](http://www.americanhiking.org)

Are you ready for a challenge? Leading up to National Trails Day, American Hiking Society and Menasha Ridge Press are offering a series of hiking challenges\*

Like · Comment · Share    108 4 29 Shares

American Hiking Society shared a link. Posted by Dara Zaleski · May 30

We have one last challenge for you in preparation for National Trails Day on Saturday, June 7!

You know the rules by now: Take a photo of yourself next to the trail head or on the trail, upload the picture to facebook or twitter and tag [@AmericanHiking](#) and [Menasha Ridge Press](#) with [#NationalTrailsDay](#)!

Challenge #8: May 29-June 1

D.C. - Appalachian Trail – Weverton to Gathland State Park  
 Philadelphia - Core Creek Park  
 Boston - Ravenswood Park Hike  
 Nashville - Collins River Nature Trail  
 Chicago - Warren Dunes State Park Loop  
 Atlanta - Stone Mountain Loop  
 Denver - Pike National Forest Wigwam Trail  
 Seattle - West Tiger Mountain Loop  
 San Francisco - The Presidio  
 San Diego - Blue Sky Trail to Lake Ramona

If these are all too far away, go hike ANY TRAIL!

You could win a National Trails Day t-shirt and your choice from Menasha Ridge Press' "60 Hikes within 60 Miles" series!

Get out there and hit the trails!

Thank you to our corporate sponsors: Adventure Medical Kits Columbia Sportswear, Gregory Mountain Products, Tilley Endurables, The North Face, Brooks-Range Mountaineering Equipment, Save the Redwoods League.

<http://www.americanhiking.org/national-trails-day/2014-challenge/>



**2014 Trails Day Challenge - American Hiking Society**  
[www.americanhiking.org](http://www.americanhiking.org)

Are you ready for a challenge? Leading up to National Trails Day, American Hiking Society and Menasha Ridge Press are offering a series of hiking challenges\*

Like · Comment · Share    213 9 87 Shares

16,064 people reached    [Boost Post](#)

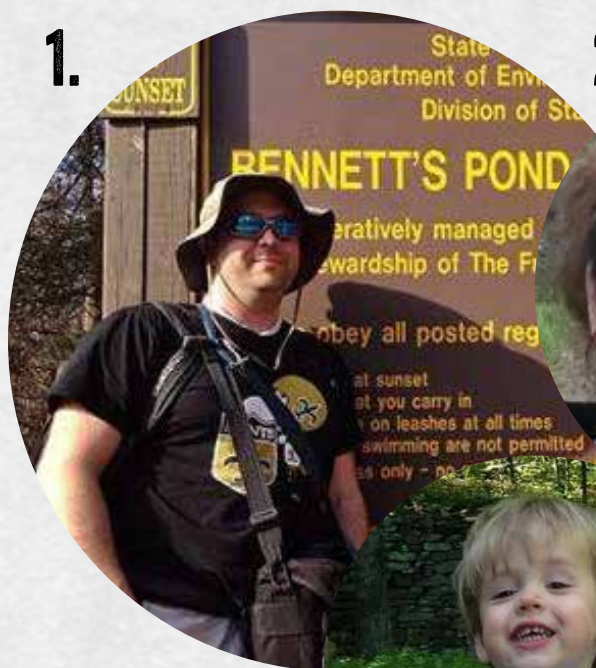


# TRAILS CHALLENGE WINNERS

The following National Trails Day® participants were the selected winners of the Trails Day Challenges. Great photos everyone! Special Thanks

to Menasha Ridge Press for providing excellent hiking guides from the “60 Hikes within 60 Miles” book series.

1.



2.



3.



Trails Day Challenge  
2014 Winners:

- Week #1 - Craig S.
- Week #2 - Christie M.
- Week #3 - Sean H.
- Week #4 - Serene T.
- Week #5 - Tom M.
- Week #6 - Kandi C.
- Week #7 - Maris A.
- Week #8 - Jillian S.



8.



4.



5.



7.




6.



# FACT-A-DAY COUNTDOWN

Building awareness about our National Trails System and recreation opportunities on trails is an important aspect of National Trails Day®. Thus, for the third year in a row, we've continued the online Fact-A-Day countdown. Each day for a

month leading up to NTD, we posted a piece of information pertinent to trails or hiking. Many people joined in, elaborating on some of our facts, others posting fun photos of experiences they've had in the great outdoors.

 American Hiking Society shared a link.  
Posted by Ahs Staff · May 7

Join us as we countdown the next 30 days until National Trails Day on June 7th! We'll be posting one fact a day about trails and hiking.


Here's today's trail fact:

Today the National Trails System totals over 60,000 miles in all 50 states (longer than the Interstate Highway System) and is comprised of:

- 11 National Scenic Trails authorized by Congress like the Continental Divide Trail pictured here (courtesy of our friends at Osprey)
- 19 National Historic Trails authorized by Congress
- More than 1,000 National Recreation Trails, designated by the Departments of the Interior or Agriculture, spanning more than 11,000 miles in every state, Washington, D.C. and Puerto Rico

That's a lot of trails! Need help deciding which one you'll explore this National Trails Day? Check out our registration map for local events near you!

<http://www.americanhiking.org/ntd-events/>



**Find An Event Near You - American Hiking Society**  
[www.americanhiking.org](http://www.americanhiking.org)


\*Choose your state from the dropdown and click the SEARCH button for a listing of events in your state. \*\*To view all of the events that occurred on National Trails Day, be sure to change the date range to 6/1/2013 before clicking SEARCH. If you do not

Like · Comment · Share

179 4 168 Shares

38,304 people reached

[Boost Post](#)


 American Hiking Society shared a link.  
Posted by Dara Zaleski · May 22

Fact of the day! Not only is National Trails Day only 15 days away, but just yesterday President Obama signed a proclamation designating the Organ Mountains-Desert Peaks a National Monument. This action will permanently protect nearly 500,000 acres in south-central New Mexico!

What better way to celebrate Organ Mountains-Desert Peaks being named a National Monument than to get outside on National Trails Day, Saturday, June 7?!

Read more here:  
<http://www.americanhiking.org/ntd-events/>

To find a local event near you, visit <http://www.americanhiking.org/ntd-events/>



Unlike · Comment · Share

7,844 people reached

 American Hiking Society  
Posted by Ahs Staff · May 8

Trail fact of the day!

National Trails Day locations can be found across the country! Join the Gulf Coast Chapter of Alabama Hiking Trail Society as they hike the beautiful trails of the Bon Secour National Wildlife Refuge (pictured below). Did you know? The name Bon Secour comes from the French meaning "safe harbor," very appropriate considering the sanctuary for native flora and fauna that the refuge provides. The 7,000 acre refuge serves the additional benefit of comprising one of the largest undeveloped parcels of land on the Alabama coast. Its dunes are a reminder of the Gulf Coast, as it once existed. As a consequence, the refuge has been named as one of the 10 natural wonders of Alabama.

Check out this and other great National Trails Day events:  
<http://www.americanhiking.org/ntd-events/>

National Trails Day is made possible by the generous support of Corporate Sponsors – Adventure Medical Kits, Columbia Sportswear, Gregory Mountain Products, Tilley Endurables and The North Face.




Like · Comment · Share

83 3 3 Shares

4,566 people reached

[Boost Post](#)

 American Hiking Society shared a link.  
Posted by Ahs Staff · May 13


Only 24 days left till National Trails Day!

Fact of the Day: 2014 marks the 50th Anniversary of the Wilderness Act, a significant piece of legislation that established the National Wilderness Preservation System (NWPS) and set aside more than 9 million acres of wildlands for the use and benefit of the American people. Over the past 50 years, and as a result of America's support for wilderness, Congress has added over 100 million acres to this unique land preservation system. (<http://bit.ly/198pJHl>)

On National Trails Day, you too can experience the wonder of wilderness by visiting the one of many events celebrating Wilderness preservation. For instance, join the Friends of Nevada Wilderness as they maintain two trails near Las Vegas, NV (<http://www.americanhiking.org/events/national-trails-day-bonanza-trail/>). Or the Friends of Scotchman Peaks Wilderness in Heron, MT, as they work on the Historic Star Peak Trail.

For a complete listing of National Trails Day events, please visit [www.AmericanHiking.org/ntd-events/](http://www.AmericanHiking.org/ntd-events/)

National Trails Day is made possible thanks to support from Adventure Medical Kits, Columbia Sportswear, Tilley Endurables, The North Face, & Gregory Mountain Products



**Find An Event Near You - American Hiking Society**  
[www.americanhiking.org](http://www.americanhiking.org)

\*Choose your state from the dropdown and click the SEARCH button for a listing of events in your state. National Trails Day is made possible by our 2014 sponsors. And by our Federal Agency Partners...

Like · Comment · Share

88 25 Shares

7,088 people reached

[Boost Post](#)







# CORPORATE SPONSORS

National Trails Day® would not be possible without the generous support of our corporate sponsors. These partners provide the funds that are needed for the successful planning, implementation, and growth of this extensive, nationwide program. We are pleased to recognize the contributions of our sponsors on our website, in social media postings, on the National Trails Day® t-shirts and posters, in press releases and blog articles, in e-newsletters, and wherever else we can. Our partners take great pride in supporting American Hiking Society to help inspire hundreds of thousands of Americans to celebrate trails on National Trails Day®.



Corporate sponsors financial support provides the resources needed for a successful event. The commitment of our corporate partners often extends beyond this by assisting with event publicity and in-kind support - including donations in our National Trails Day® kits or implementation of National Trails Day® events. We sincerely appreciate the wide range of contributions that our sponsors make to the success of National Trails Day®.

American Hiking Society works to promote our dedicated sponsors throughout the year. Here are some examples of ways we have been able to use sponsor products to generate additional revenue for our outreach and membership programs. American Hiking Society is in a unique position to reach National Trails Day participants, a growing social media base, and outdoor enthusiasts across the country.



This year Adventure Medical Kit employees participated in their own National Trails Day® by braving the heat and maintaining trails in Presidio Park in San Francisco.

Adventure Medical Kits offered samples of their products through the National Trails Day® site. About two weeks before National Trails Day, Annie Smith from Adventure Medical Kits reported, “We quickly went through the 20,000 samples of Easy Access Bandages™, Natrapel®, and Ben’s Insect Repellent that were offered for National Trails Day through the AHS site. We were excited to see how eager people were to order them!”



In addition to a generous cash sponsorship, Columbia provides products that we can brand and sell to American Hiking supporters. We put products on our hiker store and raise general operating funds for American Hiking programs.



The North Face® brand has grown from a single storefront to a respected global brand that generates over a billion dollars in annual sales. Yet the fundamental mission remains unchanged: building the best gear for the outdoors, supporting the preservation of wild places, and inspiring a global movement of outdoor exploration.



This year, Tilley Endurables provided a cash sponsorship as well as their custom Tilley hats. American Hiking is able to create campaigns for special times of the year, like Father’s Day.



Gregory Packs has partnered with the American Hiking Society to encourage people to get away from the screen, up off the couch, and get outside. Gregory Packs knows that we must help preserve our trail systems for the use and enjoyment of a more healthy society.



# CORPORATE SPONSORS



Save the Redwoods League created blog posts to promote their support of this nationwide program while telling the story of their organization to our supporters.

“Save the Redwoods League is a proud supporter of American Hiking Society’s National Trails Day®, an annual celebration of America’s trail system. Over 200,000 miles of trails and the volunteers who maintain them enable us to experience and enjoy our parks and open spaces. These natural places are our national heritage, the heart and lungs of our quality of life, the pillars of our collective identity — through them, we discover adventure, knowledge, good health, inspiration and fulfillment. Trails make it all possible.”

– Sam Hodder, President and CEO, Save the Redwoods League



Brooks-Range Mountaineering Equipment Co. offers an innovative, top-quality selection of backcountry and outdoor equipment for a safe and enjoyable mountain experience. Additionally, Brooks-Range promotes education and safety in the wilderness by supporting organizations including American Hiking Society.



## AN INTERVIEW WITH ADVENTURE MEDICAL KITS’ PRESIDENT, FRANK MEYER

Adventure Medical Kits has been a strong supporter of American Hiking Society’s National Trails Day® for many years.

### Q: What experience sparked your passion for the outdoors?

A: Our Boy Scout Troop 176 in Indianapolis, Indiana, took a yearly trip into Canada to canoe the Quetico/ Boundary Waters Lakes for 12 days. On my trip we went 10 days straight without seeing another person. That trip at 15 years old definitely fueled my passion for adventure in the outdoors.

### Q: What is your favorite hike?

A: Any number of hikes out of Glacier National Park’s Many Glacier area would qualify. The chance of running into a grizzly bear around any corner or over the next rise in the trail brings a much heightened sense of where you are and what is around you. And you don’t see people hiking out there listening to their iPod, that’s for sure.

### Q: Given all the economic and social problems our country faces today, why should recreation and trail conservation be given attention?

A: Our life needs a quieting balance from the hectic schedules we live and the trails in our local communities, national forests and National Parks provide a low cost vacation that anyone can afford.

### Q: Why help American Hiking Society?

A: We need a voice for trail conservation in the government and with the community and the American Hiking Society works hard to be that voice. In my hometown of Bozeman, MT, I am either on a community, national forest or BLM trail at least 4 days a week. Trails are a big part of my life.



Frank Meyer with his son, Andrew, on a Boy Scout Backpack trip in the Spanish Peaks Wilderness, Montana.



# PUBLIC OUTREACH

National Trails Day® was featured in thousands of publications across the country. NTD appeared in newspapers, magazines, local newsletters, on the radio and in blogs and articles all over the web. According to the Meltwater News impressions tracking service, from January to July 2014, “National Trails Day” generated approximately 87 million media impressions worth an ad value of \$1.25 million. During the same timeframe, American Hiking Society’s National Trails Day® pages and posts were viewed more than 136,000 times by over 50,000 unique visitors.

Supporters of National Trails Day® are recognized through many digital and print outlets, including American Hiking Society’s quarterly member newsletter American Hiker (7,000 recipients), monthly eNewsletter Paperless Trail (25,000 recipients), targeted National Trails Day® email blasts, website posts, press releases, social media postings, and program materials, including T-shirts, posters, and gear kits.

**AMERICAN HIKING SOCIETY – NATIONAL TRAILS DAY**

This NTD - Saturday, June 7 - put some adventure in your day! Explore wild places and discover new outdoor activities such as hiking, horseback riding, biking, trail building, canoeing, and more. All for FREE!

Find an NTD event near you at [AmericanHiking.org/NTD](http://AmericanHiking.org/NTD)

National Trails Day is made possible by the generous support of:

**SPONSORS**

- Adventure Medical Kits
- Tilley
- Columbia
- THE NORTH FACE
- GREGORY

**AGENCY PARTNERS**

- U.S. Forest Service
- National Park Service
- State Parks
- AMERICAN STATE PARKS

**SUPPORTERS**

- Adia
- Backpacker
- ROYAL SOCIETY OF AMERICA

## BACKPACKER advertisement

Backpacker Magazine continued its 20+ year commitment to National Trails Day® by donating advertising space in its June issue. Above is the quarter page advertisement, valued at over \$10,000.

“Backpacker connects with nearly 1.1 million readers for whom outdoor adventure is an essential and fundamental part of their everyday lives.” -Backpacker.com

Additional Media Coverage provided by: Backpacker magazine, American Park Network, Trailspace, & ParksByNature Network.



This sponsor carousel slide was one of the many National Trails Day® banner ads that could be seen on American Hiking Society’s homepage prior to National Trails Day®. This ad received approximately 18,000 views on the AHS homepage.



In less than 6 months, American Hiking Society’s Facebook fans more than doubled thanks in large part to engaging posts about National Trails Day® and our Corporate Sponsors.



# SOCIAL MEDIA

On June 7th, #NationalTrailsDay was trending all day on Twitter. Check out some of the things people were saying about their outdoor experiences.

The image displays a grid of 12 Twitter posts from various organizations, all celebrating National Trails Day. The posts include:

- US Dept of Interior (@Interior)**: Happy #NationalTrailsDay! Planning a hike on America's public lands? Use the hashtag above & we will RT a few of your ideas! (9:48 AM - 7 Jun 2014)
- The Weather Channel (@weatherchannel)**: It's #NationalTrailsDay! Today at 10:40am, we'll talk to the @boyscouts about being weather ready as you plan your day of hiking or camping. (10:15 AM - 7 Jun 2014)
- #HikerChat (@HikerChat)**: Trails, where have you been and where are you going? Who's getting ready to talk trails for #NationalTrailsDay on #hikerchat Fri noon (EST)? (9:41 AM - 6 Jun 2014)
- Trailspace (@Trailspace)**: Saturday is #NationalTrailsDay. Find an event near you: hike, bike, paddle, birdwatch, protect. @AmericanHiking americanhiking.org/national-trail... (9:05 AM - 4 Jun 2014)
- REI (@REI)**: Thank you to all the volunteers who are taking care of the trails today! Happy #NationalTrailsDay! (3:03 PM - 7 Jun 2014)
- Gregory Packs (@GregoryPacks)**: What are you doing this weekend for National Trails Days? Come along with Gregory Mountain Products and support... fb.me/193M3OAYO (12:13 AM - 6 Jun 2014)
- US Fish and Wildlife (@USFWSHQ)**: Head outside on a trail today for #NationalTrailsDay! @AmericanHiking Usfs.gov/1d1u1PQ #nature pic.twitter.com/1ECLURITZ (07 Jun)
- Maryland State Parks (@MDSateParks)**: South Mountain Rangers & Potomac Appalachian Trail Club invite you 2 join them on the AT, 6/7 in celebration of #NationalTrailsDay 9am (9:05 AM - 4 Jun 2014)
- Golden Gate NRA (@GoldenGateNPS)**: Today is #NationalDonutDay tomorrow is #NationalTrailsDay ow.ly/xlyOO Coincidence? @Campfiremag (2:05 PM - 6 Jun 2014)
- NYC Service (@NYCService)**: Celebrate #NationalTrailsDay w/ @sca\_nyc and @AppMtnClub! Help save trees from invasive vines! bit.ly/1iqHW16 (9:00 PM - 23 Jun 2014)



In the first week of June alone (June 1 - 7), American Hiking Society achieved 3.5 million impressions on its Facebook and Twitter Accounts. That same week, AHS gained an additional 2,400 Facebook fans.

The image shows a Facebook post from the American Hiking Society dated June 2. The post text reads: "With National Trails Day less than a week away, we'd like to take a minute to thank all of our Corporate Sponsors, NTD Supporters, and Federal Agency Partners who are helping to make this event possible. Our corporate sponsors: Adventure Medical Kits, Tilley Endurables, Columbia Sportswear, Gregory Mountain Products, The North Face, Brooks-Range Mountaineering Equipment, and Save the Redwoods League. NTD Supporters: America's State Parks, Oh, Ranger1, Backpacker Magazine, Park... See More". Below the text is a map of the United States with numerous red location pins indicating event locations across all states. At the bottom of the post, it says "Find An Event Near You - American Hiking Society" with a search instruction: "\*Choose your state from the dropdown and click the SEARCH button for a listing of events in your state. National Trails Day is made...". The post shows it reached 49,152 people and has 530 likes, 13 comments, and 293 shares.

This single Facebook post featuring our corporate sponsors reached 49,152 people and garnered 1,190 total likes, comments and shares. It was one of American Hiking's top 5 most viral posts of the quarter.



# GREAT OUTDOORS MONTH



Each year since 2002, June has been dubbed “Great Outdoors Month” to celebrate America’s abundant and diverse outdoor recreation resources. Great Outdoors Month is officially designated through proclamations issued by the President of the United States as well as each of the 50 state governors, calling on Americans to hike, bike, camp, fish, boat and otherwise enjoy the great outdoors. The proclamations aim to foster an appreciation of our country’s natural heritage while raising awareness of the

economic importance of the \$650+ billion annual outdoor recreation spending in countless communities across the United States, the role of recreation in boosting physical and mental health, and the value of the Great Outdoors to U.S. efforts to attract international tourists.

President George W. Bush issued the first Presidential Proclamation for June as Great Outdoors Month in 2002, which was a remarkable achievement given the difficulty of securing Executive designations. This year, President Barack Obama issued his 2014 proclamation of June as Great Outdoors Month noting “During Great Outdoors Month, we celebrate the rugged beauty that echoes the independence at the heart of the American spirit, and we rededicate ourselves to protecting these open spaces for tomorrow’s explorers, athletes, and lovers of nature.”

Since 2005, American Hiking Society’s National Trails Day® has heralded June as America’s month for the great outdoors, joined by several other fantastic initiatives including Great Outdoors Week, National Get Outdoors Day, Partners Outdoors 2014, National Fishing and Boating Week and the Great American Backyard Campout among others. Great Outdoors Month co-chairs Gregory Miller of American Hiking Society, Kevin Coyle of the National Wildlife Federation, Tom Tidwell, Chief of the U.S. Forest Service, Mary Ellen Sprenkel of The Corps Network, and Derrick Crandall of the American Recreation Coalition spearheaded this effort. Kevin Coyle notes, “Great Outdoors Month is now a significant and growing component in efforts to connect all Americans—especially young Americans—to our Great Outdoors.”

“The collective reach and resources of Great Outdoors Month partners was truly amazing,” posits Gregory Miller, “and through our joint efforts we took a tremendous step forward with more, bigger and better outdoor and trail events than ever before.” Derrick Crandall adds, “Great Outdoors Month partners presented a stronger and more unified voice for recreation all across America. By working together we really did make a big difference.”



Families participated in National Wildlife Federation’s Great American Backyard Campout 2014 (Photo Courtesy of National Wildlife Federation).

In addition to the tremendous national impact of American Hiking’s National Trails Day® to kick off Great Outdoors Month, there were also nearly 200 Get Outdoors Day events, 160 National Marina Day events, 1,000 Kids to Parks Day events in 405 cities and towns, and more than 12,000 Great American Backyard Campouts with 200,000 campers young and old. Great Outdoors Month partners included America’s State Parks, U.S. Fish and Wildlife Service, National Park Service, USDA Forest Service, American Hiking Society, American Recreation Coalition, National Park Trust, The Corps Network, National Wildlife Federation and many others. American Hiking Society looks forward to again co-chairing Great Outdoors Month 2015, with National Trails Day® in the vanguard!



# GREAT OUTDOORS MONTH



Director of the National Park Service, Jon Jarvis, shares his call to action for outdoor recreation at Partners Outdoors 2014.



Audrey Peterman promotes youth stewardship at Partners Outdoors 2014.



Smokey Bear and Woodsy Owl pose for a Selfie during Get Outdoors Day (photo courtesy of American Recreation Coalition).




Wildlife interpretation by park ranger at a Capital Campout during Great Outdoors Month.



A boater celebrates National Marina Day (Photo Courtesy of Association of Marina Industries)



A family celebrates Fishing and Boating week (Photo courtesy of Take Me Fishing).



**Great Outdoors Month, 2014**

*By the President of the United States of America*

**A Proclamation**

On windswept coastlines, in lush forests, and atop striking mountain peaks, Americans take in sights that have inspired generations. Our natural landscapes provide refuge for those seeking solitude. They attract tourism, create jobs, and honor our history and cultural heritage. They are family campgrounds, arenas for recreation, and backdrops for countless adventures. During Great Outdoors Month, we celebrate the rugged beauty that echoes the independence at the heart of the American spirit, and we rededicate ourselves to protecting these open spaces for tomorrow's explorers, athletes, and lovers of nature.

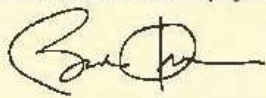
America's conservation legacy is rooted not only in its forward-thinking leaders like Presidents Thomas Jefferson, Abraham Lincoln, and Theodore Roosevelt—but also in all the Americans who did their part to safeguard a small slice of the land they love. It falls to each of us to advance their legacy in our time. That is why I have permanently protected more than 3 million acres of public land—including 11 new National Monuments established through the Antiquities Act and new wilderness areas in nine States across the country—and designated more than a thousand miles of wild and scenic rivers. In my first term, I was proud to launch the America's Great Outdoors Initiative, which increases access to public lands and empowers Americans to better care for the parks, waterways, and natural treasures in their own communities.

My Administration remains committed to developing the next generation of environmental stewards. We created the 21st Century Conservation Service Corps, which provides quality jobs, career pathways, and service opportunities for young people and veterans. We are working to bring public lands into the classroom and to extend educational opportunities to millions of children. And through First Lady Michelle Obama's *Let's Move Outside!* initiative, we are encouraging children to get active while getting to know the great outdoors.

This month, as we enjoy the natural splendor of our Nation, let us stay true to a uniquely American idea—that each of us has an equal stake in the land around us, and an equal responsibility to protect it. Together, let us assure our children and grandchildren will be able to look upon our lands with the same sense of wonder as all the generations that came before.

**NOW, THEREFORE, I, BARACK OBAMA**, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim June 2014 as Great Outdoors Month. I urge all Americans to explore the great outdoors and to uphold our Nation's legacy of conserving our lands and waters.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of May, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-eighth.





# FEDERAL AGENCY SUPPORT



## USDA Forest Service

144 activities took place on US Forest Service Land  
89 Forest Service sites  
4,709 people attended

72 trail projects, 2,791 volunteers, 14,797 volunteer hours, 300 miles maintained  
43 hikes, 1,272 participants, 239 miles covered, 9,463 miles total hiked  
5 bike rides, 115 participants, 51 miles covered, 1,374 miles total biked  
8 horseback rides, 340 participants, 202 miles covered, 7,842 miles total on horseback  
16 other activities, 715 participants



## National Park Service

83 activities took place on National Park Service Land  
51 National Park Service sites  
5,549 people attended

26 trail projects, 1,226 volunteers, 5,685 volunteer hours, 75 miles maintained  
39 hikes, 2,327 participants, 169 miles covered, 8,417 miles total hiked  
1 bike ride, 20 participants, 14 miles covered, 280 miles total biked  
17 other activities, 2,105 participants



## Bureau of Land Management

14 activities took place on BLM Land  
11 Bureau of Land Management sites  
589 people attended

4 trail projects, 200 volunteers, 660 volunteer hours, 16 miles maintained  
7 hikes, 263 participants, 22 miles covered, 1,060 miles total hiked  
1 bike ride, 50 participants, 30 miles covered, 1,500 miles total biked  
2 other activities, 112 participants



# FEDERAL AGENCY SUPPORT



## US Fish and Wildlife Service

22 activities took place on USFWS Land and Refuges  
11 USFWS sites  
1,975 people attended



2 trail projects, 180 volunteers, 980 volunteer hours, 6 miles maintained  
11 hikes, 729 participants, 33 miles covered, 2,240 miles total hiked  
1 bike ride, 200 participants, 13 miles covered, 2,525 miles total biked  
8 other activities, 654 participants



U.S. Department  
of Transportation

**Federal Highway  
Administration**

## Federal Highway Administration

The Federal Highway Administration (FHWA) promoted NTD throughout the trails and transportation community. Numerous activities took place on trails made possible by FHWA trail-funding programs.



## National Trails System

133 activities took place on National Scenic Trails  
73 activities took place on National Historic Trails  
163 activities took place on National Recreation Trails



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# JUNE 6, 2015 - SAVE THE DATE

Photo Credit: Alexander Milligan