Alexandra Novitske captured 1st Place in our National Trails Day® photo contest with this stunning photo at Great Sand Dunes National Preserve.
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Official National Trails Day® logo designed by Sharon K. Schafer of Skydance Studios.
Our nation’s trails offer Americans from all walks of life boundless opportunities to enjoy nature, renew themselves, and establish a lifetime of fitness. From city dwellers and suburban families to rural and country residents, children to senior citizens, recent immigrants to people with deep roots here, trails offer every American a healthy, enjoyable way to spend time outside.

Celebrated on June 6, 2015, American Hiking Society’s 23rd annual National Trails Day® encouraged all Americans to get outside, get active and experience the myriad opportunities for outdoor recreation that trails afford. Now 23 years strong, NTD is one of the nation’s largest outdoor initiatives and serves as the premier celebration of our nation’s incredible trails system.

Under the American Hiking Society banner, this year’s National Trails Day® was the biggest ever and brought more than 176,000 Americans from all walks of life outdoors and on the trail at more than 2,300 NTD events across all 50 states, Washington, DC, Puerto Rico and Canada. America’s trails do not build nor sustain themselves. Trail volunteers work year-round to ensure trails are safe and accessible to the public, and NTD is a time when their collective power is harnessed in remarkable ways. Over 24,700 NTD volunteers contributed their time and ‘sweat equity’ on 456 trail projects to build or improve more than 1,490 miles of trail. On this single day, NTD volunteers got out and gave back, saving the nation $2.1 million in costly trail repairs.

All across America, we witnessed an extraordinary array of trail activities, including: hikes; paddles; horse and bike rides; outdoor festivals; trail openings and dedications; volunteer trail building and maintenance projects; educational programs; and much more. This report brings to life the deep sense of partnership and commitment through the excellent diversity of activities and participation at this year’s National Trails Day®. Besides allowing people to discover, learn about and celebrate our country’s public trails system, NTD also provided Americans a chance to thank the volunteers, land-managing agencies and organizations, and civic-minded businesses that maintain this irreplaceable national asset.

Once again, National Trails Day® served as the kick-off event for Great Outdoors Month. Great Outdoors Month was recognized by a Presidential proclamation from President Barack Obama, an annual occurrence dating back to the Clinton Administration. Working with a national coalition, together we were able to also secure proclamations from all fifty state governors who joined President Obama in highlighting the importance of America’s great outdoor legacy.

My sincere thanks go out to our generous corporate sponsors, dedicated agency and trail organization partners and to the tens of thousands of volunteers and trail enthusiasts who give so generously of their time and effort. Through our collective efforts, we will continue to develop, maintain and protect trails and their surrounding natural areas to leave a positive outdoor legacy for future generations.

See you on the trail in 2016 for our 24th National Trails Day®!

Sincerely,

[Signature]
EXECUTIVE SUMMARY

On Saturday, June 6, 2015, America celebrated American Hiking Society’s 23rd annual National Trails Day®. On this one day in late spring, people across the nation gathered to hike, bike ride, paddle, learn, pitch in on needed trail work, and celebrate all things trails-related. Thousands of people learned about nearby trails that they didn’t know were there and thousands more met neighbors who shared their love of the outdoors and trails.

A tradition since 1993, American Hiking Society’s National Trails Day® kicks off a summer of fun the first Saturday of June each year. This year’s celebration was highlighted by:

- 2,329 activities taking place in all 50 states, the District of Columbia, and Puerto Rico.
- 176,000 people getting out and getting active on trails in their community.
- 24,700 trail volunteers taking part in 456 trail stewardship projects, building and maintaining nearly 1,500 miles of trails—a value of $2.1 million.
- 79,300 hikers attended 1,200 hikes and walked a cumulative distance of 354,000 miles.
- 3,500 paddlers attended 40 paddling trips and covered a cumulative distance of 13,600 miles.
- 8,800 cyclists attended 113 bike rides and pedaled a cumulative distance of 123,000 miles.
- 1,800 equestrians attended 28 horseback riding trips and covered a cumulative distance of 36,000 miles.
In 2015, 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.
More than 176,000 people participated in National Trails Day® events on June 6, 2015. Many participated in multiple activities. Not represented below are the 4,100 participants in children’s activities, 3,300 participants in trail dedications, 25,300 participants in special exhibits, demonstrations, and presentations, and 22,000 participants in other activities such as festivals and rock climbing, among others.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participants</th>
<th>Average Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hikers</td>
<td>79,300</td>
<td>The average hiker walked 4.5 miles</td>
</tr>
<tr>
<td>Volunteers</td>
<td>24,700</td>
<td>The average volunteer maintained 319 feet</td>
</tr>
<tr>
<td>Bicyclists</td>
<td>8,800</td>
<td>The average cyclist rode 13.9 miles</td>
</tr>
<tr>
<td>Paddlers</td>
<td>3,500</td>
<td>The average paddler traveled 3.9 miles</td>
</tr>
<tr>
<td>Equestrians</td>
<td>1,800</td>
<td>The average equestrian rode 20.3 miles</td>
</tr>
</tbody>
</table>

Each icon represents approximately 500 participants.
Harnessing the collective actions of the thousands of hikers, volunteers, cyclists, paddlers, equestrians, and other outdoor enthusiasts is what gives the National Trails Day® movement its voice. On this singular day, 79,300 hikers and trail runners traveled a combined 354,000 miles on foot, the rough equivalent of hiking 14 times around the Earth! Additionally, 24,700 volunteers built and maintained nearly 1,500 miles of trails. Add in all the additional miles of paddling, bicycling, and horseback riding and it’s clear that National Trails Day® set America in motion!

<table>
<thead>
<tr>
<th>Total Distance Explored</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiked</td>
<td>354,000</td>
</tr>
<tr>
<td>Maintained</td>
<td>1,488</td>
</tr>
<tr>
<td>Biked</td>
<td>123,000</td>
</tr>
<tr>
<td>Paddled</td>
<td>14,000</td>
</tr>
<tr>
<td>On horseback</td>
<td>36,000</td>
</tr>
</tbody>
</table>

**Equal to:**
- 14 times around the Earth
- 5 times around the Earth
- 3 round trips between San Diego, CA, and New York City
- 1 1/2 times around the Earth
For the 14th year in a row, Americans celebrated National Trails Day® in all 50 states plus the District of Columbia. The map below displays the number of activities celebrated within each state.
National Trails Day® was the perfect day for states to showcase the wonderful recreational opportunities their trails can provide. This year, 15 states succeeded in hosting more than 50 activities, six of which hosted more than 100 trail 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.
FOUR HOOVES OR TWO WHEELS

It All Adds Up to Fun!

“We had an awesome time here on the Cross Florida Greenway here in Central Florida. Even with all the bugs, heat and humidity over 70 people came out to show support for National Trails Day®! I feel fortunate to have had ten new volunteers sign up to help us keep our huge trail system (over 290 miles) of hike, bike, equestrian and multi-use trails in good shape for everyone to enjoy 365 days a year!”

— Bre Ximenes
“My entire family—girls and doggies—got out on National Trails Day® and hiked Rattlesnake Mountain in Rumney, NH. I asked my friend/photographer Stacey Brobst to join us so she could capture this special day with us and she did a fantastic job! It was nice to be able to have the entire family out on the trails and we truly enjoyed the day.”

— Kim Drouin
“We (at Georgia Trail Summit) held our 2nd annual statewide trail summit in Georgia, 175 trail hounds attended 1.5 day sessions June 4-5, and then hit the trail on June 6. We visited water trails, greenways, botanic gardens, nature trails, and built bridges, cut ribbons, and led trail work days. Our themes were building a culture of health, trails are transportation, and trails are money makers!”

— Tracie Sanchez
“At Sand Creek Regional Greenway Partnership, we believe that stewardship is an important part of recreation, therefore we hosted a workday along the Sand Creek Regional Greenway to celebrate National Trails Day®. Our National Trails Day® volunteers split into three work groups. The first tackled thistle along the trail, the second caged cottonwoods to protect them from beavers in the riparian area alongside the trail, and the third painted over graffiti in one of the underpasses adjacent to the trail. It was a beautiful day and our volunteers did a phenomenal job!”

— Mollie Hayden
On June 4, 2015, U.S. Secretary of the Interior Sally Jewell and National Park Service Director Jonathan B. Jarvis designated 10 local and state trails as national recreation trails, adding more than 150 miles to the National Trails System.

“By designating these exceptional trails as part of the National Trails System, we recognize the efforts of local communities to provide outdoor recreational opportunities that can be enjoyed by everyone,” said Jewell. “Our world-class network of national trails provides easily accessible places to get exercise and connect with nature in both urban and rural areas while also boosting tourism and supporting economic opportunities in local communities across the country.”

“Our National Trails System of 16,000 miles continues to grow and offer new opportunities for Americans to explore the great outdoors,” said Jarvis. “With summer here, I hope everyone will take advantage of a trail nearby to hike or bike.”

THE NEWLY DESIGNATED NATIONAL RECREATION TRAILS ARE:

**Alabama**
- Autauga Creek Canoe Trail

**Mississippi**
- The Tanglefoot Trail

**Nevada**
- Historic Railroad Trail

**New York**
- Sackets Harbor Battlefield History Trail

**North Carolina**
- Chinqua-Penn Walking Trail
- George Poston Park Trail System

**Ohio, Pennsylvania, West Virginia**
- Ohio River Water Trail

**Washington**
- Mount Si Trail
- Snoqualmie Valley Trail

**Wisconsin**
- Tribal Heritage Crossing of the WIOUWASH Trail
For each of the six weekends leading up to National Trails Day®, American Hiking Society teamed up with our NTD sponsors and offered NTD participants an opportunity to win fantastic prizes.

All folks had to do was to take a photo of themselves on a hike or at a trailhead and share it with American Hiking Society on Facebook, Twitter, or Instagram.

### WEEK 1 prizes post

**American Hiking Society**

Published by Dana Zeaika on May 20. Edited on 4

This week we are kicking off a series of Trails Day Photo Challenges in honor of National Trails Day. Each week leading up to National Trails Day on Saturday, June 6, we will ask you to go hiking, take pictures, and then share your pictures with us for a chance to win some sweet prizes from our awesome corporate sponsors. We want to see you out on the trails as much as possible!

Two prizes will be awarded each week, one for members and one for non-members. This week's prizes include a National Trails Day limited edition t-shirt & Brooks-Range Mountaineering Equipment Alpine 35 Sleeping Bag ($300 value) for Amb/Ann members & a National Trails Day branded edition sport & Giro Trail Gloves (Retail/MSRP $74). You also have the opportunity to win either a Great American Bike Park Passport or a U.S. National Park Service Passport. The winner will be announced Monday, April 27. More information about the photo challenge can be found here: [http://www.nationaltrailsday.org/2015-challenge](http://www.nationaltrailsday.org/2015-challenge)

**Step 1:** Go hiking on your favorite trail.

**Step 2:** Snap a photo of yourself at the trail head or while you're on the hike.

**Step 3:** Tweet the photo to [@AmericanHiking](https://twitter.com/AmericanHiking) or post it to our [Facebook](https://www.facebook.com/AmericanHiking) or [Instagram](https://www.instagram.com/americanhiking) accounts.

**Step 4:** Tag @AmericanHiking with the hashtag #NationalTrailsDay.

**Step 5:** Win Prizes from the National Trails Day sponsors! #Awesome.

**Prizes:** Each week, two winners will be randomly selected to receive prizes from American Hiking Society and that week’s Sponsor. Prizes for members and non-members are listed under each challenge week.
The following National Trails Day® participants were the selected winners of the Trails Day Challenges. Even with two winners each week, so many phenomenal photos were received that it was a special challenge (and treat) to narrow it down!

Special thanks to our sponsors who added to the fun with terrific prizes: Adventure Medical Kits, Brooks-Range Mountaineering, Columbia, Eddie Bauer, Hi-Tec, and Therm-a-Rest.
Building awareness about our National Trails System and recreation opportunities on trails is an important aspect of National Trails Day®. To further this effort, for a fourth straight year American Hiking Society continued our Fact-a-Day Countdown on our social media channels. For a month leading up to NTD, each day AHS posted an informative item about hiking or trails. Our followers chimed in, elaborating on our facts and sharing their own stories and sharing their photos in the great outdoors.
PHOTO CONTEST

To get an idea of the diversity of events that take place on National Trails Day®, we asked participants and event organizers to send us their best NTD photos.
National Trails Day® was featured in thousands of publications across the country. NTD appeared in newspapers, magazines, local newsletters, on the radio, and in on-line blogs and articles. According to the Meltwater News impressions tracking service, from January to July 2015, “National Trails Day™” generated approximately 2.2 billion media impressions worth an ad value of $2 million. During the same timeframe, American Hiking Society’s National Trails Day® pages and posts were viewed more than 159,000 times by over 48,000 unique visitors.

Supporters of National Trails Day® were recognized through many digital and print outlets, including American Hiking Society’s quarterly newsletter American Hiker (7,000 recipients), monthly e-newsletter Paperless Trail (26,000 recipients), targeted National Trails Day® email blasts, website posts, press releases, social media postings, and program materials, including t-shirts and gear kits.

**Backpacker magazine**

**DISCOVER TRAILS ON JUNE 6TH**

For the first time ever, American Hiking Society’s Ambassadors recorded videos to promote National Trails Day®. The ambassadors included Kara Richardson Whitely, author and motivational speaker, Jennifer Pharr Davis, National Geographic 2012 Adventurer of the Year, and Saveria Tilden, Outdoor Educator, and Liz Thomas, Triple Crown hiker and author. The NTD videos garnered more than 2,000 views on YouTube.

*Backpacker* magazine continued its long-standing commitment to National Trails Day® by donating advertising space in its June issue. Above is the half-page advertisement valued at more than $15,000. *Backpacker* magazine reaches more than 1 million readers who are engaged in active outdoor lifestyles.

**American Hiking Society Ambassadors**
HIKERS ENJOYING THE VIEW FROM THE TOP OF MT. JACKSON IN THE WHITE MOUNTAINS OF NEW HAMPSHIRE.
In the week leading up to National Trails Day®, AHS achieved 2.3 million impressions, 22,800 interactions (comments, likes, shares), and 19,200 unique visitors on Facebook, Twitter, and Instagram.

FOLLOWERS BY PLATFORM:

- FACEBOOK: 126,000+
- TWITTER: 27,000+
- INSTAGRAM: 5,500
Each year since 2002, June has been declared “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 governors of the states, calling on Americans to get outdoors and hike, camp, fish, bike, boat, and explore.

While June as Great Outdoors Month was kicked off by National Trails Day®, the month featured many other events that celebrated the many ways Americans enjoy outdoor adventure, including

- National Fishing and Boating Week
- National Get Outdoors Day
- Capital Campouts
- Kids to Parks Day
- National Marina Day, and
- Great American Campout

The White House hosted their own Capital Campout with 50 4th grade Girl Scouts camped out on the South Lawn. The event was hosted by First Lady Michelle Obama and featured knot tying, orienteering, and rock climbing. The children were even visited by President Obama himself as well as astronaut Cady Coleman.
PADDLERS ENJOYED THE KAYAK TRAIL AT J.N. “DING” DARLING NATIONAL WILDLIFE REFUGE, FLORIDA.
USDA Forest Service
141 activities took place on US Forest Service lands
92 Forest Service sites hosted events
4,298 people attended events on US Forest Service lands
▶ 61 trail projects, 2,009 volunteers, 12,470 volunteer hours, 240 miles maintained
▶ 53 hikes, 1,570 participants, 370 miles covered, 8,450 miles total hiked
▶ 5 bike rides, 100 participants, 41 miles covered, 714 miles total biked
▶ 4 horseback rides, 105 participants, 35 miles covered, 1,025 miles total on horseback
▶ 18 other activities, 899 participants

National Park Service
103 activities took place on National Park Service land
80 National Park Service sites hosted events
16,384 people attended events on National Park Service lands
▶ 31 trail projects, 1,482 volunteers, 7,040 volunteer hours, 124 miles maintained
▶ 42 hikes, 2,086 participants, 167 miles covered, 8,914 miles total hiked
▶ 5 bike rides, 130 participants, 59 miles covered, 1,522 miles total biked
▶ 1 horseback ride, 9 participants, 13 miles covered, 120 miles total on horseback
▶ 23 other activities, 11,894 participants

Bureau of Land Management
28 activities took place on Bureau of Land Management land
20 Bureau of Land Management sites hosted events
946 people attended events on Bureau of Land Management lands
▶ 9 trail projects, 255 volunteers, 1,535 volunteer hours, 21 miles maintained
▶ 13 hikes, 365 participants, 54 miles covered, 1,755 miles total hiked
▶ 1 bike ride, 120 participants, 6 miles covered, 720 miles total biked
▶ 1 horseback ride, 9 participants, 13 miles covered, 121 miles total on horseback
▶ 4 other activities, 384 participants
US Fish and Wildlife Service

65 activities took place on US Fish and Wildlife Service lands and refuges
46 US Fish and Wildlife Service sites hosted events
4,830 people attended events on US Fish and Wildlife Service lands
- 10 trail projects, 541 volunteers, 2,808 volunteer hours, 25 miles maintained
- 33 hikes, 1,702 participants, 83 miles covered, 3,585 miles total hiked
- 2 bike rides, 300 participants, 23 miles covered, 3,754 miles total biked
- 2 paddling events, 190 participants, 7.5 miles covered, 575 miles total paddled
- 15 other activities, 2,056 participants

Federal Highway Administration

The Federal Highway Administration (FHWA) promoted NTD throughout the trails and transportation community across America. Numerous NTD activities took place on trails made possible by FHWA trail-funding programs.
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, 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. 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. Here are some examples on how National Trails Day® corporate sponsors got involved.

Adventure Medical Kits offered samples of their products through the National Trails Day® website. 20,000 samples of Easy Access Bandages™, Natrapel®, and Ben’s Insect Repellents ‘sold out’ in one day.

Eddie Bauer hosted a National Trails Day® event with Backpacker Magazine in Boulder, Colorado. The event was a success and we look forward to activating National Trails Day® activities in Eddie Bauer stores across the country in 2016.

In addition to a generous cash sponsorship, Columbia activated a crowd fundraising campaign online and in-store offering their VIP customers 10% off their purchase of $50 or more leading up to National Trails Day®. The campaign was a success, raising $272,000 from generous shoppers. 10% of those sales were donated to American Hiking Society.

Hi-Tec provided prizes and giveaways for social media contests leading up to National Trails Day®. Their boots were given to photo contest winners that submitted pictures of their National Trails Day® hikes on Facebook.
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.

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

Therm-a-Rest and American Hiking Society collaborated with a social media contest in the spring to inspire people to get out and be active before National Trails Day® in June. The social media contest was called ‘Welcome Back Spring’ where people snapped photos of spring hiking. The photo with the most votes won a sweet prize package from Therm-A-Rest for the National Trails Day® activity.
SAVE the DATE

NATIONAL TRAILS DAY®
WILL BE JUNE 4, 2016

Special thanks to