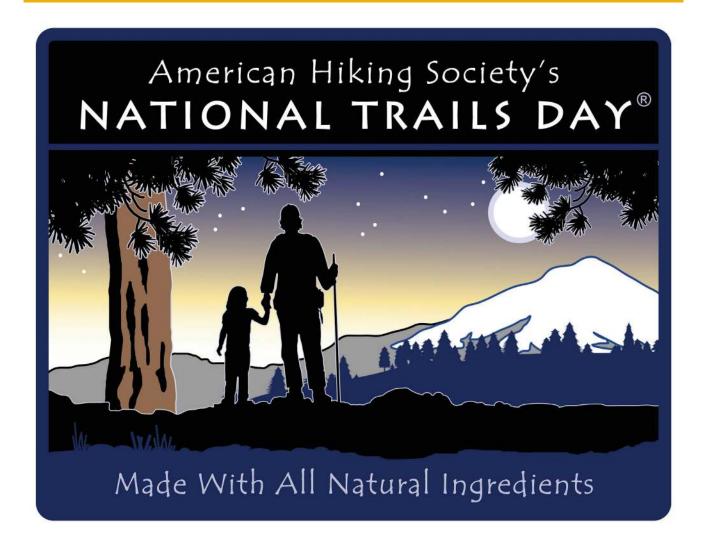
AMERICAN HIKING SOCIETY'S

NATIONAL TRAILS DAY®



2011 FINAL REPORT

19TH ANNUAL NATIONAL TRAILS DAY® CELEBRATION



www.AmericanHiking.org

The 19th Annual National Trails Day®

June 4, 2011

Final Report

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A Message from the President



On National Trails Day, Gregory Miller presented a \$5,000 check to National Trails Fund winner, San Bernardino National Forest Association.

edicated volunteers, outdoor enthusiasts, trail lovers and those new to the outdoors were truly the key ingredients for our 19th annual National Trails Day® (NTD) and embodied this year's theme *Made With All Natural Ingredients*. Naturally, it was a time to give back to trails and pay it forward by introducing someone new to the outdoors. I wonder how many of the more than 330,000 NTD trail enthusiasts were out on the trail for the first time?

Trails are not born, they're made. Today America boasts a 250,000+ mile trails system that can take you to exquisite forests, delicate alpine meadows,

majestic desert monuments and rumbling river valleys. And perhaps most importantly trails are found in nearly every neighborhood, town and state park. There are truly trails for all Americans. Trails come in all sizes, shapes and forms, just like people, and give us fresh air, get our hearts pumping and get us out into nature to experience the great outdoors.

Under the American Hiking Society banner, this year's National Trails Day was the biggest ever and brought Americans from all walks of life outdoors and on the trail at more than 2,000 nationally sanctioned NTD events. This year's NTD was very special for me, as I ventured out to the San Bernardino National Forest in Southern California to join the San Bernardino National Forest Association and the USDA/Forest Service in celebration of the trails and natural wonders found in the National Children's Forest. As a boy, I camped and hiked throughout this National Forest and it was heartening for me to be back after several decades to join nearly 100 young people enjoying and caring for these very same trails. In the eyes of these eager trail stewards I saw the future for trails and our public lands that is full of promise and potential.

My heartfelt thanks go out to our dedicated and generous sponsors, agency and trail organization partners and the thousands of volunteers who provided nearly 190,000 hours of volunteer service to help build or improve more than 3,400 miles of trail—a distance greater than hiking from San Diego, CA to Bangor, ME!

See you on the trail in 2012 for our 20th National Trails Day!

Gregory A. Miller, Ph.D.

President

National Trails Day 2011 Highlights Made with All Natural Ingredients

Saturday, June 4, 2011, marked the 19th annual NTD celebration, bringing together trail enthusiasts and hikers from around the nation to experience and support trails in and around their communities. The theme for National Trails Day 2011, Made With All Natural Ingredients, encouraged all Americans to get outside, connect with local outdoor clubs, businesses, community groups, and parks and recreation departments as well as federal land managing agencies to experience, appreciate and celebrate the natural places where they can find a spread of scenery, a plateful of peace, and a heap of happiness and health.

"Dedicated volunteers, outdoor enthusiasts, trail lovers, and those new to the outdoors are truly the key ingredients to National Trails Day. Naturally, it's a time to give back to trails and pay it forward by introducing someone new to the outdoors," said Gregory Miller, American Hiking Society president.

- 2,063 NTD events took place across all fifty states, Puerto Rico, and Canada
- 7% increase in the number of events registered nationwide from 2010 to 2011
- 521 events associated with Federal land and water management agencies were hosted across the nation, a 21% increase from 2010
- More than 200 events planned, hosted, or attended by Boy Scouts, Girl Scouts, and YMCA.
- More than 330,000 trail enthusiasts participated in NTD events- up 10 percent from 2010
- 38,300 volunteers contributed 188,833 hours of volunteer labor, worth more than \$4 million at 799 trail work projects
- 3,412 miles of trail were maintained or constructed by volunteer groups

Participants hiked or walked 5,026 miles, paddled 386 miles, rode horseback for 885 miles and

biked nearly 2,600 miles

- To coincide with NTD 2011, Deputy Secretary of the Interior David J. Hayes and US Senator Dick Durbin announced the designation of 41 new National Recreation Trails in 17 states.
- NTD reached more than 200 million people through extensive media coverage.
- Mike Rowe, the well-known host of Dirty Jobs, supported NTD 2011 and encouraged Americans to get out and get dirty on trails



A hike in Cunningham Park, Queens NY with the Urban Park Rangers

National Trails Day 2011 Highlights Made with All Natural Ingredients





AHS teamed up with The North Face and Let's Move Outside!, the First Lady's campaign to eliminate childhood obesity within one generation, for an Explore Your Parks event. More than 100 DC students and their families visited Mason Neck State Park for a guided hike and outdoor skills education. Additional help was provided by Leave No Trace and the National Park Trust.



"I'm supporting National Trails Day because trails are a lot more interesting than highways," says Mike Rowe, the well-known host of *Dirty Jobs*. "You can't go as fast, but the scenery is a lot more interesting, the air smells much better, and there aren't any tolls. Walking around outdoors has kept me sane for years, (sort of) and I can't recommend it enough."

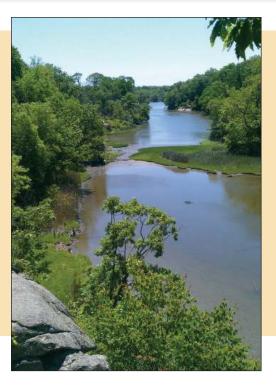


American Hiking Society and the Congressional Trails Caucus teamed up to host a hike in Rock Creek Park, Washington DC. A total of 15 hikers participated, including hikers from three Representative's



offices: Blumenauer (D OR-3), Stark (D CA-13), and Price (D NC-4); three non-profit partners: American Horse Council, Wilderness Society, and The Conservation Fund; and three NPS employees who provided historical and interpretive guidance along the way. They hiked 5 miles in Rock Creek Park, with the highlight of the hike taking place half-way where they stopped at Fort DeRussy, part of the Civil War Defenses of Washington trail, to celebrate the 150th anniversary of the Civil War.

National Trails Day 2011 Highlights Made with All Natural Ingredients



"Friday, June 3, was a day of perfect weather—with blue skies and few mosquitoes. Globe Pequot Press (including FalconGuides) staff from multiple departments, including Editorial, Production, Sales, Human Resources, and Senior Staff, converged on the Westwoods Trails of Guilford, Connecticut. We enjoyed a brisk 3-mile hike to the overlook of Lost Lake where we enjoyed a leisurely lunch and watched egrets wading in the shallow water. We then reluctantly turned back to the trailhead, crossing paths with a black racer snake along the way. We're looking forward to making this an annual event!"

- Jessica Haberman, Globe Pequot Press

"National Trails Day was such a hit at the Murphy's Run community in Cecil County, MD. Murphy's Run is a brand new "Green" home development and at the time of our Trails Day walk there were only a few families moved into their new homes. But that didn't stop many of our other new homeowners -- who hadn't moved in yet -- from taking part in our trail celebration. They made a day trip out of it, many traveling from as far as New Jersey. Family, friends and even our furry friends joined us to honor our nation's awesome trails by walking part of the two-and-a-half mile trail surrounding the development with us. It was a day we won't soon forget and we'll be sure to make this an annual event for the Barry Andrews Homes family."

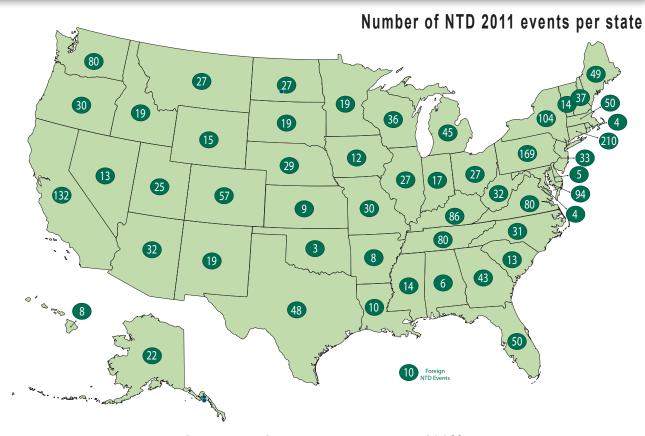


- Sabrina Nolan, Barry Andrews Homes, LLC



HIKE2THRIVE is a group that is composed of Kaiser Permanente employees, their family, and friends. Hikes take place 2 to 3 times a month to promote health and the outdoors. In support of National Trails Day they scheduled a special hike on June 4th with the intent of making a greater number of people aware of the environment, the importance of preservation of this land, parks, and trails, and the health benefits of outdoor activities such as hiking. The hike took place at Malibu Creek State Park, Woodland Hills, California.

National Trails Day Across the Nation

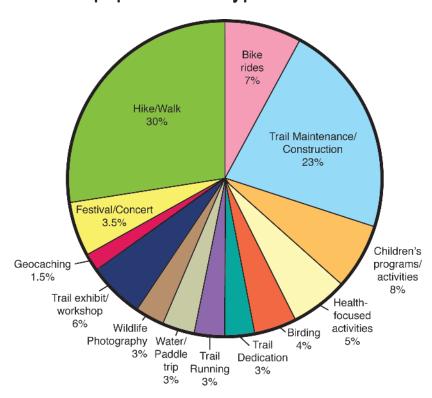


Increases in state events over 100%

State	2010 Events	2011 Events	% Increase
Missouri	5	30	500%
Puerto Rico	1	6	500%
Louisiana	2	10	400%
lowa	3	12	300%
Nebraska	9	29	222%
South Dakota	8	19	138%
New Hampshire	16	37	131%
Michigan	21	45	114%
Wyoming	7	15	114%
Florida	24	50	108%
	13	27	108%

National Trails Day Across the Nation

Most popular event types for 2011 NTD





After six years of planning and building, the city of Natchez celebrated National Trails Day with the ribbon cutting for the Natchez Trail. The Natchez Trail is comprised of four walking/biking trails in downtown Natchez. Each trail includes interpretive waysides and improves on city sidewalks.

Trails4All's
3rd annual
Partnerships4Trails,
NTD project took
place in Tin Mine
Canyon, Corona's
gateway into the
Cleveland National
Forest. The youth
leadership team
from the Letha



Raney Intermediate School's International Baccalaureate Middle Years Program planned the work day to include trail building and repair, habitat restoration, graffiti abatement and general cleanup. Partners at the Trabuco Ranger District



organized interpretative hikes throughout the day. Our 2011 "Planning Team" was made up of nine students from 6th to 8th grade. Our NTD workforce numbered seventy-four, and our project was hugely successful in that we got everything done that we'd set out to do, and quite a bit more. - *Jim Meyer, Trails4All*

National Trails Day Across the Nation

Listing of National Recreation Trail Designations

To coincide with NTD 2011, Deputy Secretary of the Interior David J. Hayes and US Senator Dick Durbin announced the designation of 41 new National Recreation Trails in 17 states, an act which added 650 miles of trails to the National Trails System.

Alabama

Chattahoochee Valley Railroad (CVRR) Trail - Northern Section Chattahoochee Valley Railroad (CVRR) Trail - Southern Section Chewacla State Park Trail System Chief Ladiga Trail (Jacksonville Section)

Chief Ladiga Trail (Piedmont Section)

Citronelle Walking Trail
City of Foley Antique Rose Trail
DeSoto State Park Trail System
Florala-Lake Jackson Scenic Trail
Lake Guntersville State Park Trail
System

Lake Lurleen State Park Trail System

System
The Larry and Ronna Dykes Trail
Montevallo Greenway Trail
Queen City Park Trail
Sunset Drive Trail
Swan Creek Greenway Trail
Talladega-Lincoln Outdoor Park
Trails (T.O.P.TRAILS)
Tannehill Tramway Trail
Village Pointe Preserve Park
Trail System
Wind Creek State Park Trail
System

Arkansas

Indian Trail

Old Post Mountain Bike Trail Springhill Park Mountain Bike Trail

Yoholo-Micco, The Creek

Connecticut

Quinebaug River Water Trail – Thompson Section

Florida

Tom Varn Hiking and Jogging Trail Withlacoochee State Trail







Top photo: Larry and Ronna Dykes Trail, Dothan, AL. Middle: The last surviving Waverley Oak, featured on the Waverley Trail by James N. Levitt. Bottom: Susquehanna River Water Trail by Cody Goddard.

Illinois, Indiana, Michigan

Lake Michigan National Water Trail

– Chicago to New Buffalo Segment

Indiana

Ray Yellig Memorial Trail

Kansas

Sand Creek Trail

Maryland

Catoctin Trail (Blue Trail)

Massachusetts

The Waverley Trail

Minnesota

Froland Waterfowl Production Area Interpretive Trail

New Jersey

Barclay Farm Trails Croft Farm Trails

New Mexico

Berg/Animas Trail

Oklahoma

Sandtown Nature Trail

Pennsylvania

Blue Marsh Lake Multi-Use Trail Susquehanna River Water Trail - West Branch

Tennessee

Warriors' Path State Park Mountain Bike Trail System

West Virginia

McTrail

Ralph S. Larue/West Fork Trail

National Trails Day Sponsors

Thanks to the financial and on-the-ground support provided by our sponsors, National Trails Day 2011 had the most events and largest number of participants to date! From in-kind support, program dollars, raising awareness, and organizing events, our sponsors are not afraid to get outside and get their hands dirty. National Trails Day would not be possible without the resources that our sponsors generously provide to make this nationwide event a success. We recognize and appreciate their support, hard work, and dedication to trails. American Hiking Society thanks you!

BACKPACKER













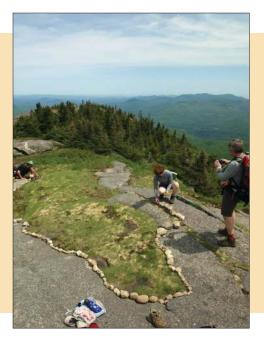












"We had a pile of rocks at the trailhead that we encouraged hikers to help us carry to the summit of Cascade Mountain. These rocks were used to outline alpine vegetation to help hikers stay on the bare rock. Many of us had about 50 pounds of rocks in our pack as we trudged up the peak. My daughter Emily joined us and she carried more than the hikers. This also became an international affair as we had volunteers from the Adirondack High Peaks Foundation show up – who are residence of Montreal, Canada. There was also a pile of rocks on the summit area which we placed on the summit crown to protect our alpine vegetation."

- Spencer Morrissey, Eastern Mountain Sports, Lake Placid, NY

National Trails Day Supporters









National Trails Day Federal Partners









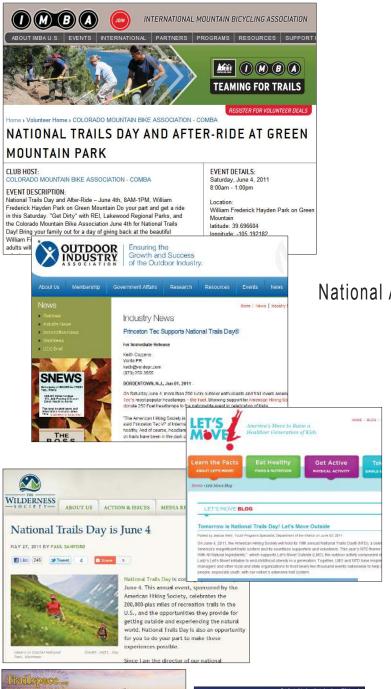
U.S. Department of Transportation

Federal Highway Administration





National Trails Day Promoters



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AARP All Terrain American Canoe Association American Trails Boy Scouts of America **Brazos Walking Sticks Brooks Range** Falcon Guides Girl Scouts of America **GU** Energy **IMBA** Klean Kanteen Let's Move Outside Initiative National Association of State Park Directors National Geographic Maps Olympic Granola Osprey **Outdoor Industry Association** Princeton Tec Rails-to-Trails Conservancy Road Runners Club of America Sea to Summit The Wilderness Society Trailspace.com Travelocity

Youth Promoters

108 NTD projects associated with the **Boy Scouts of America**

45 NTD projects associated with the Girls Scouts of America

74 NTD events associated with the **YMCA**

National Trails Day Promotion and Outreach

2011 NTD Poster

American Hiking Society's NATIONAL TRAILS DAY®



Made With All Natural Ingredients



Find a local event near you www.AmericanHiking.org



National Trails Day Promotion and Outreach

NTD 2011 promotional materials and outlets included:

- NTD poster
- · American Hiking Society's website
- NTD t-shirt with artwork by Sharon Schafer
- NTD patches
- NTD temporary tattoos
- American Hiker thank you ad to sponsors and hosts
- · Paperless Trail e-newsletters
- NTD host e-newsletters
- National Trails Day Host Kits
- Backpacker magazine print ad
- · Backpacker magazine banner ad
- Trailspace.com banner ad
- AHS Facebook and Twitter
- NTD Coloring Contest

NATIONAL **TRAIIS**

JUNE 4, 2011

AmericanHiking.org





Backpacker magazine print advertisement; National Trails Day T-shirts and kits



Banner ads on trailspace.com and backpacker.com





"The NTD Mammoth Fun Run & Hike in Lodi, WI was a success! Thank you so much for the incredible NTD coordinator kits. The items made perfect gifts for special volunteers and were a great addition to our "fabulous" trail prizes. The T-shirts were awesome this year, our favorite so far."

- Joanna Kramer Fanney, Lodi Valley Chapter, Ice Age Trail Alliance

National Trails Day Media Coverage

520,000 listings for "National Trails Day" on Google on June 6, 2011. Through extensive media coverage, NTD reached more than 200 million people.

News- Print, TV, Radio and Web

About.com

Active.com

Adventure Network + Total Fitness Network

Alltop.com

American Republican - Waterbury, CT

Asbury Park Press - Neptune, NJ

Azdailysun.com - Flagstaff, AZ

Backcountryattitude.com

Bay Nature - San Francisco, CA

Bellingham Herald - Bellingham, WA

Boston Central - Boston, MA

Boston.com - Boston, MA

Broomfield Enterprise - Broomfield, CO

Chattanoogan.com - Chattanooga, TN

Cheboyannews.com - Cheboygan, MI

Chesapeake Bay Journal - Seven Valleys, PA

Citizen-times.com - Asheville, NC

Coloradoan.com - Fort Collins, CO

Coloradodaily.com - Boulder, CO

Cooperstown Crier - Cooperstown, NY

Daily News - Newburyport, MA

Davis County Clipper - Bountiful, UT

eCanadaNow

Estherville Daily News - Estherville, IA

Fairbanks Daily News Miner - Fairbanks, AK

Fairfield-Sun.com - Fairfield, CT

Fox11AZ.com - Tucson, AZ

Gallatin North Missourian - Gallatin, MO

Great Falls Tribune - Great Falls, MT

HorseChannel.com

Idaho Statesman - Boise, ID

Issaquahpress.com

Jsonline.com - Milwaukee, WI

Kansas City Star - Kansas City, MO

KBZK 7 - Bozeman, MT

| Manual Company | Compan

KCET - Los Angeles, CA

KCSG.com - New Harmony, UT

KCSR - Chadron, NE

Keepmecurrent.com

Komonews.com - Seattle, WA

KUT.org - Austin, TX

KXLF.com - Butte, MT

Local IQ - Albuquerque, NM

Marin Independent Journal - Novato, CA

mlive.com

Natchezdemocrat.com - Mississippi

National Parks Traveler

NBC Montana - Bozeman, MT

Newhampshire.com

NewsTimes.com - Danbury, CT

Newsreview.com - Reno, NV

North Lake Tahoe Bonanza - Incline Village, NV

NorthJersey.com - West Milford, NJ

PacificIslandParks.com

Pantagraph.com - Bloomington, IL

Park Record - Park City, Utah

phillyBurbs.com - Levittown, PA

PressHerald.com

readMedia

Reporterherald.com - Loveland, CO

Reuters

Salt Lake City Weekly - Salt Lake City, UT

San Francisco Appeal online - San Francisco, CA

Santa Barbara Independent - Santa Barbara, CA

Santa Rosa's Press Gazette

SeaCoastonline.com - Cape Neddick, ME

SeeTegaCay.com - South Carolina

National Trails Day Media Coverage

SignOnSanDiego.com Siuslaw News Online - Florence, OR

Smoky Mountain Times - Bryson City, NC

Snowshoe Magazine

SnowValleyStar.com - Snoqualmie, WA

SoMDNews.com - Lexington Park, MD

Standard Speaker - Hazleton, PA

STLtoday.com - St. Louis, MO

Summitdaily.com - Frisco, CO

The Baltimore Sun - Baltimore, MD

The Bay Citizen - San Francisco, CA

The Columbian - Clack County, WA

The Daily Mail - Catskill, NY

TheDay.com - New London, CT

The Daily Triplicate - Crescent City, CA

The Daytona Beach News-Journal - Daytona

Beach, FL

The Durango Herald - Durango, CO

The Herald Gazette

The Leaf-Chronicle - Clarksville, TN

The Mercury - Pottstown, PA

The Moultrie Observer - Moultrie, GA

The Olympian - Olympia, WA

The Register Citizen - Litchfield County, CT

The Republic - Columbus, Indiana

The Saratogian - Saratoga Springs, NY

The Seattle Times - Seattle, WA

The Star - Cleveland County, NC

The Tennessean - Nashville, TN

The Times Herald - Port Huron, MI

The Troy Record - Troy, NY

The Virginia Gazette - Williamsburg, VA

Thetrailmaster.com

Trail Voice

Uinta County Herald online - Evanston, WY

UpperMichiganssource.com

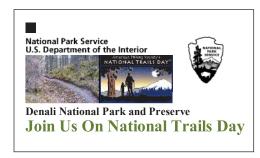
Venture There

Walk About Magazine

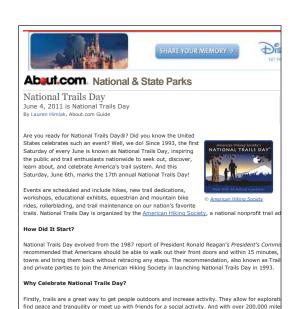
Wayne Independent - Honesdale, PA

Waynepost.com - Wayne County, NY

Wenatachee World - Wenatchee, WA



N y y





National Trails Day Federal Partners

The support of our federal partners for National Trails Day 2011 is priceless. This event would not be a success without the increased messaging, significant growth in events, and expanded outreach that out partners help us achieve. Outdoor opportunities on federal lands and waters across the country are countless. The 19th annual NTD was a reminder to Americans to give back to their public lands year-round. American Hiking's partners provide necessary support and financial backing to continue to raise awareness of trails and provide opportunities to enjoy the outdoors and give back to our trails. American Hiking thanks you for your time and dedication you put in to National Trails Day, the largest trails celebration in the country! Estimated numbers are provided below.



USDA Forest Service

The Forest Service was successful in planning and engaging thousands of participants in much needed trail work projects this year. Other activities and events included interpretive walks, trail dedications, hikes, and an overnight "leave no trace" training course.

In 2011, 287 NTD projects and events were associated with the Forest Service.
• 8,075 participants

- · 153 miles hiked/walked
- 71 miles biked
- · 252 miles of trail constructed or maintained
- 77 miles on horseback

U.S. Fish and Wildlife Service / National Wildlife Refuge System

The Refuge System had an exciting NTD in 2011 with many events throughout the country. Some engaging events included festivals and concerts, youth fishing trips, wildlife viewing hikes and boat tours. Participants didn't hesitate to give back on many trail maintenance and clean-up projects.





In 2011, 74 projects and events were associated with the National Wildlife Refuge System.

- 3,924 participants
- 56 miles hiked/walked
- · 52 miles biked
- 13 miles paddled
- · 49 miles of trail constructed or maintained



Bureau of Land Management

The Bureau of Land Management (BLM) surpassed last year's number of NTD events in 2011. Participants took part in many different outdoor events including trail maintenance and building, hiking, and camping. Activities included a ribbon cutting ceremony in Jacksonville, OR for the opening of the Sterling Mine Ditch Trail.

In 2011, 64 NTD events and projects were associated with BLM.

- 1,555 participants
- 80 miles hiked/walked
- 48 miles biked
- 33 miles on horseback
- 1 mile paddled
- 52 miles of trail constructed or maintained

National Park Service

The National Park Service (NPS) has its reach in every region of the country and demonstrated that on NTD. The NPS opened the door for families to try new things, such as finding treasures on the newly opened Captain John Smith Geotrail in Maryland and a ranger guided snorkel trip in Florida.



In 2011, 96 NTD events and projects were associated with the National Park Service • 12,949 participants

Service

- · 187 miles hiked/walked
- 60 miles biked
- 69 miles on horseback
- 24 miles paddled
- 126 miles constructed or maintained



U.S. Department of Transportation

Federal Highway Administration

Federal Highway Administration

The FHWA sponsors and supports events across the country. Hundreds of events took place on trails that were made possible by FHWA support. Events included a state-wide National Trails Day, trail dedication, ribbon cutting, exploratory hikes, mountain bike rides, and children's activities.

NATIONAL TRAILS SYSTEM

36 events on National Historic Trails 110 events on National Recreation Trails 58 events on National Scenic Trails