

Programming Trail Experiences for All: Our One Shot at Building a Trail Culture



*Cycle
Forward*

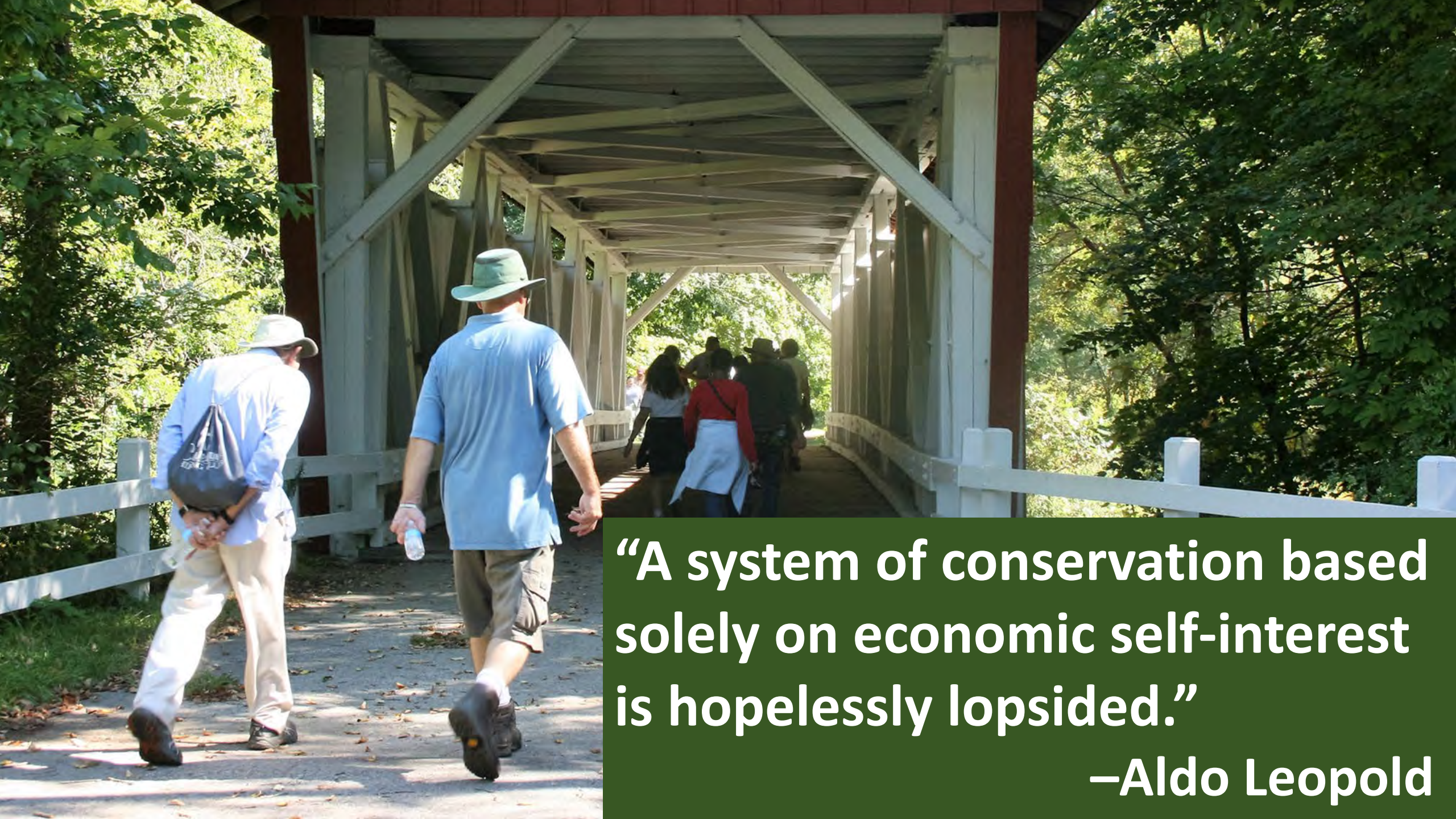
Nature-Based Coaching and Consulting





49% of the US population ages six and over participated in outdoor activities in 2017.

Source: Outdoor Industry Association 2018 Outdoor Participation Report



“A system of conservation based solely on economic self-interest is hopelessly lopsided.”

–Aldo Leopold

QUEBEC RUN



PEOPLE




TRIPLE
BOTTOM
LINE

PLANET




PROFIT



Are our trails
welcoming
to all?



Are our trails
improving
lives?



Are we doing
all we can for
the ecosystem?



Are they
contributing to
the local
economy?

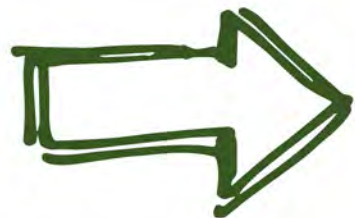
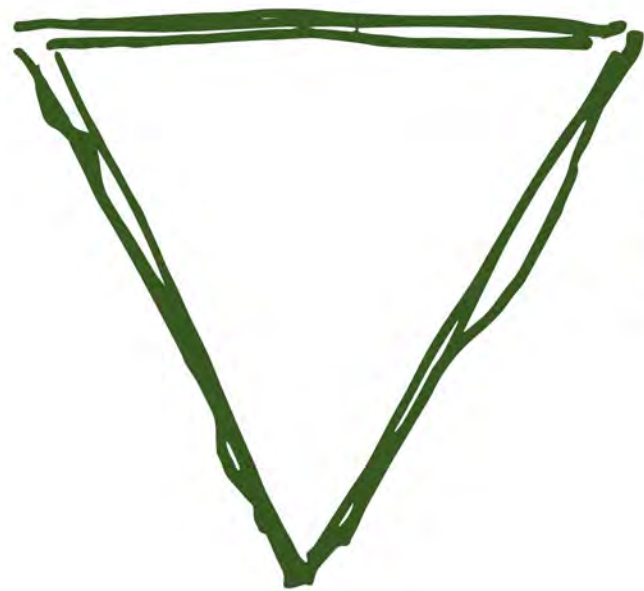






Image Credits: Town of Riverview



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Individual Pain Points

Shame

Vulnerability

Confidence

Worthiness

Risk-taking



COMMUNITY PAIN POINTS

SHAME

VULNERABILITY

WORTHINESS

RISK-TAKING





Nature Rx programs in the U.S.

2006: 1

2018: 71

Source: Outside Magazine, May 2019



PICTOU COUNTY
RAINBOW
COMMUNITY



A group sponsored by Advocate



Image Credits: Sally O'Neill

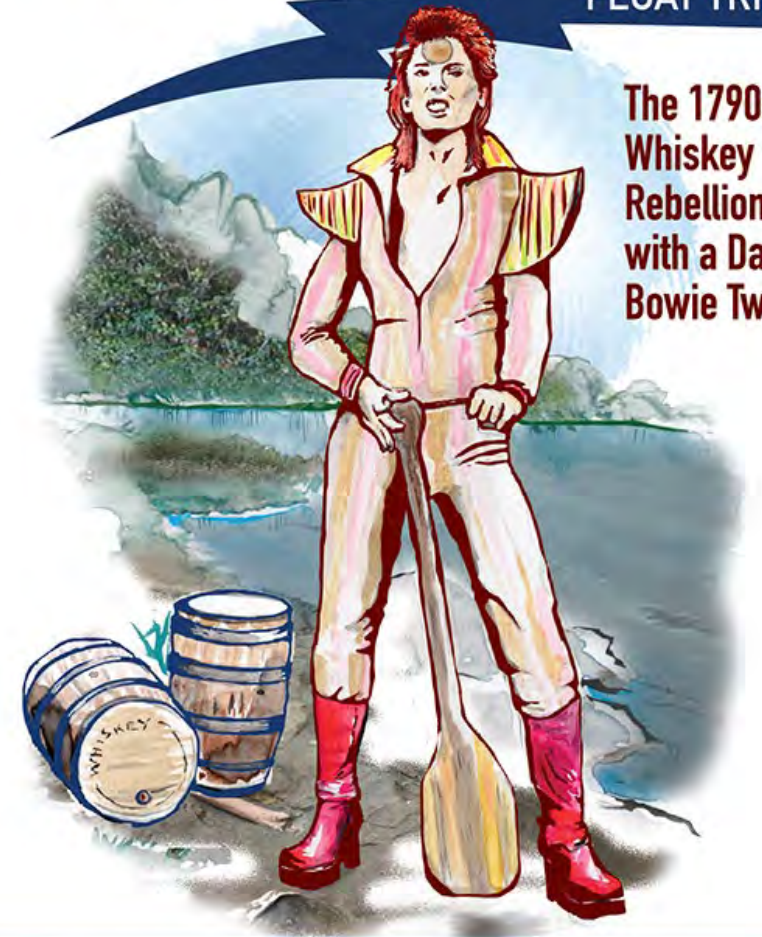


A LEISURELY GUIDED PADDLE AND UNFORGETTABLE EXPERIENCE ON THE MON RIVER

REBEL REBEL

FLOAT TRIP

The 1790s
Whiskey
Rebellion
with a David
Bowie Twist



SUNDAY
JULY 30, 3 PM

Learn more at [Facebook.com/RiverTownProgram](https://www.facebook.com/RiverTownProgram)

Hosted by the Mon River Town Program and Venture Outdoors with support from the National Road Heritage Corridor, Wagle Whiskey, and Pennsylvania Organization for Watersheds & Rivers.







Holden's Dream 5.5%
Steam Beer (amber Lager)

Liberty Street Lager 5.0%
German Style Pale Ale

Mud Puppy Stout 5.5%
Milk Chocolate Stout

Trailhead Red 5.7%
Malty Red Ale

Twisted Trail IPA 6.5%
Northwestern PA -Style IPA

SEASONAL

Broken Spoke Blueberry Wheat 5.5%
Blueberry Wheat

Motueka IPA 5.2%
New Zealand Motueka hops &
a touch of Mango

Pucker & Dale's Apple Sour 5.5%
Kettle soured ale aged on fresh
Granny Smith's apples

Sandycreek Shandy 5.0%
Wheat Beer with Lemon

Stone Skipper Saison 6.5%
Belgian Style Saison

