



Connecting More People to Trails JUNE 3, 2017

What's National Trails Day All About?

National Trails Day is the only nationally coordinated event designed to unite all muscle-powered trail activities with the goal of connecting more people to trails. Every trail beckons adventure and has a story to share with any person willing to discover it, and American Hiking Society believes these trail experiences can improve the lives of every American.

Each year, on the first Saturday of June, American Hiking Society and the trails community invite Americans of all ages and abilities to find their own adventure and discover their unique story at one of the thousands of events hosted throughout the country.

By coordinating a wide array of trail activities on a single day, National Trails Day attracts new trail users and helps connect existing trail enthusiasts with local clubs and organizations. Together we promote healthy lifestyles and cultivate passionate trail advocates and stewards.



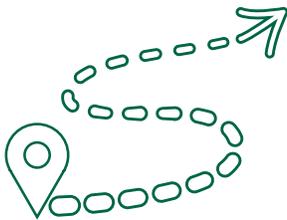
Enjoy The Great Outdoors

Lace up your hiking boots, air up your bike tires, dust off your work gloves, slip on your trail runners, grab your paddle, or saddle up your horse and HIT THE TRAIL!



Share The Adventure

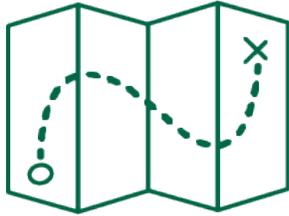
Adventures are meant to be shared. National Trails Day is a great opportunity to meet new people in your area and share a fun experience on a local trail. Share your adventure with the nation using #NationalTrailsDay.



Find Your Trail

Young or old, inexperienced or expert, there's a trail and a National Trails Day event to suit the interests of every individual.

Hosting a Successful Event is Simple



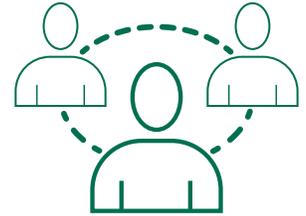
Plan Your Event

Your event can be as simple as leading a hike, ride, or paddle on your favorite trail or you can go all out by organizing a large community trail festival. Tailor your event for your program needs. Check out the 2017 Event Host Guide (bit.ly/17NTDguide) for helpful tips on planning your event.



Get the Word Out

Register your event for FREE so participants can find your event on the National Trails Day event web page. Use the NTD Promotional Toolkit (bit.ly/17NTDpromo) to learn how you can better promote your event among your existing contacts.



Connect with More People

In 2016, National Trails Day generated over a billion media impressions, and hundreds of thousands of Americans participated in events in all 50 states, Washington D.C., and Puerto Rico. View the 2016 NTD Report (bit.ly/NTD-2016-report) to see the scope of the nationwide impact.

What are the expectations for hosting a National Trails Day event?

1. Event hosts facilitate a group trail activity:

Any non-motorized trail activity can be considered a National Trails Day event. Events can be simple group hikes or rides, they can be large community festivals or anything in between.

2. Events need to be registered (for free) on the National Trails Day database:

Maintaining a comprehensive list of all NTD events enables the general public to easily search for events in their area.

3. Event hosts need to provide a clear and accurate event description:

Participants should know what to bring and what to expect at an event. Please make it clear if participants need to pay for park admissions or event registration.

**To Register an Event or Learn More Visit:
NationalTrailsDay.AmericanHiking.org**