



AMERICAN HIKING SOCIETY
NATIONAL TRAILS DAY®





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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PRESIDENT'S MESSAGE



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,

A handwritten signature in black ink, appearing to read "Gregory Hill". The signature is fluid and cursive, with a long horizontal stroke at the end.

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.



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.

NATIONAL TRAILS DAY® 2015 WAS MADE POSSIBLE BY OUR GENEROUS SPONSORS: Adventure Medical Kits, Brooks-Range Mountaineering, Columbia Sportswear, Eddie Bauer, Hi-Tec, Therm-a-Rest, and Save the Redwoods League; and federal agency partners: Bureau of Land Management, Federal Highway Administration, National Park Service, US Fish and Wildlife Service, and the USDA Forest Service.



THERMA-REST

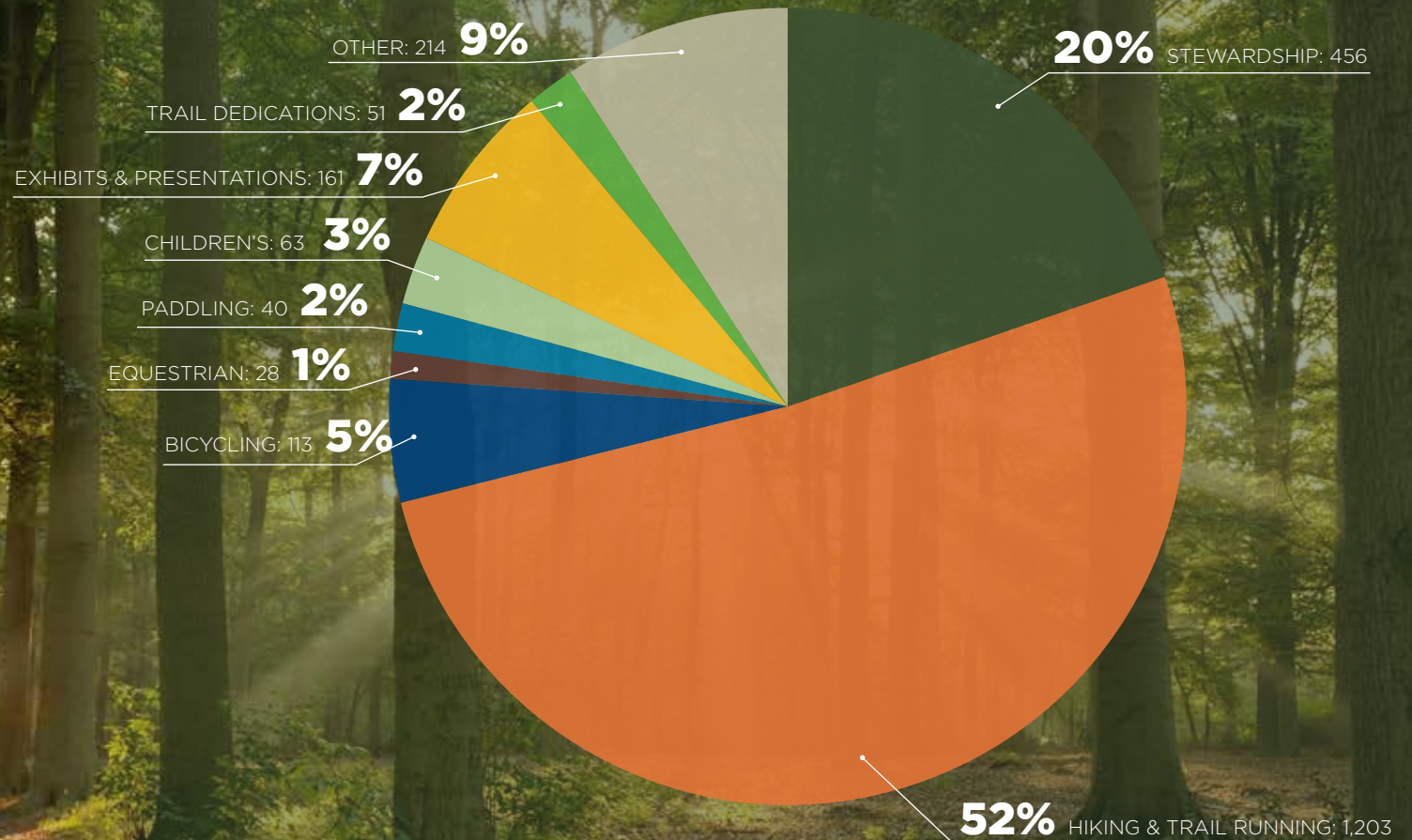


BROOKS-RANGE MOUNTAINEERING



ACTIVITIES BY TYPE

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.



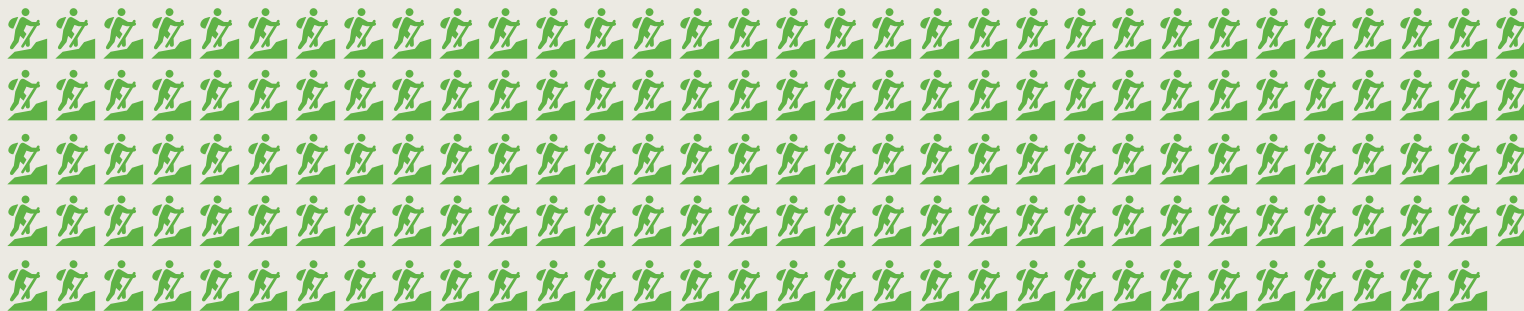
PARTICIPATION

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.



Each icon represents approximately 500 participants

79,300 HIKERS *The average hiker walked 4.5 miles*



24,700 VOLUNTEERS *The average volunteer maintained 319 feet*



8,800 BICYCLISTS *The average cyclist rode 13.9 miles*



3,500 PADDLERS *The average paddler traveled 3.9 miles*

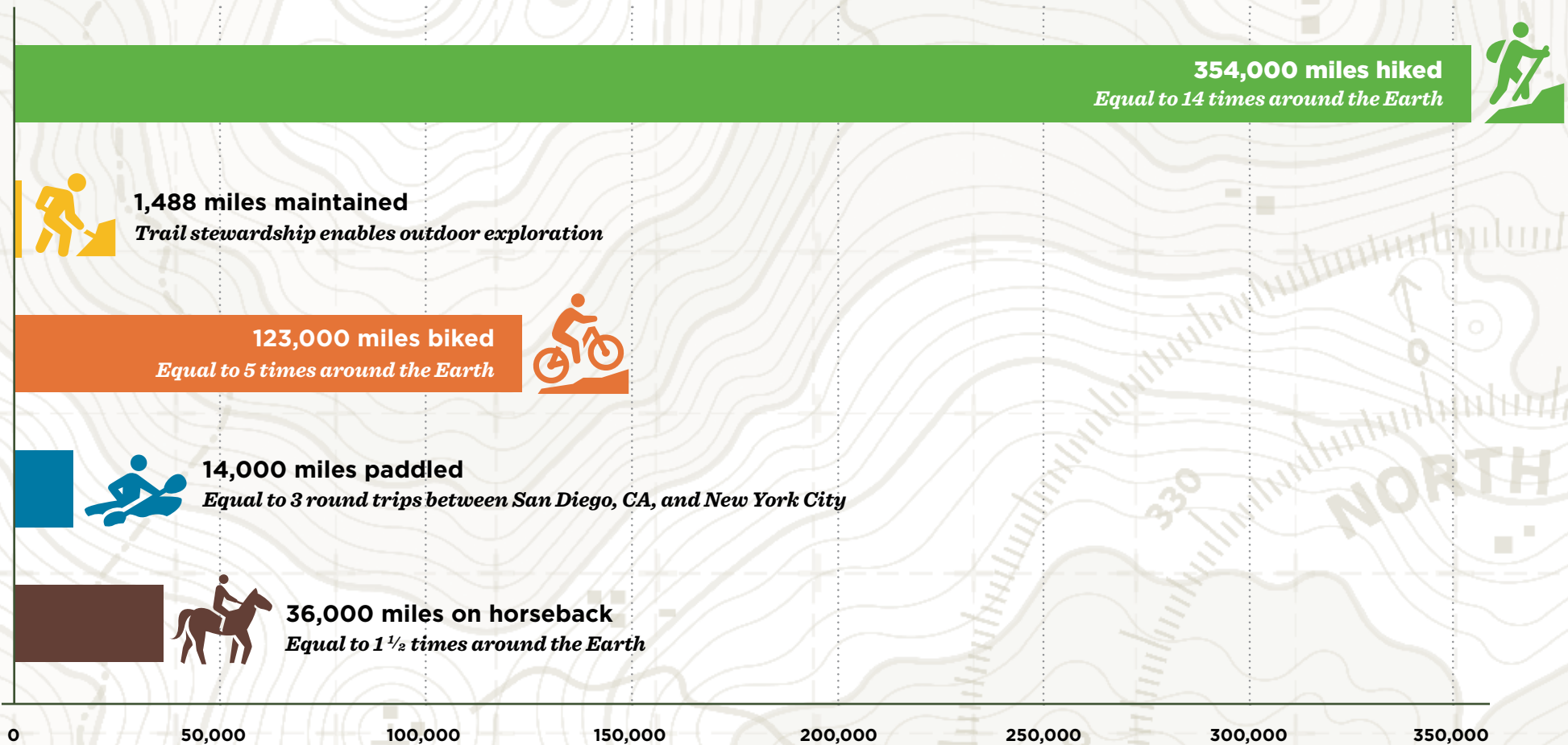


1,800 EQUESTRIANS *The average equestrian rode 20.3 miles*



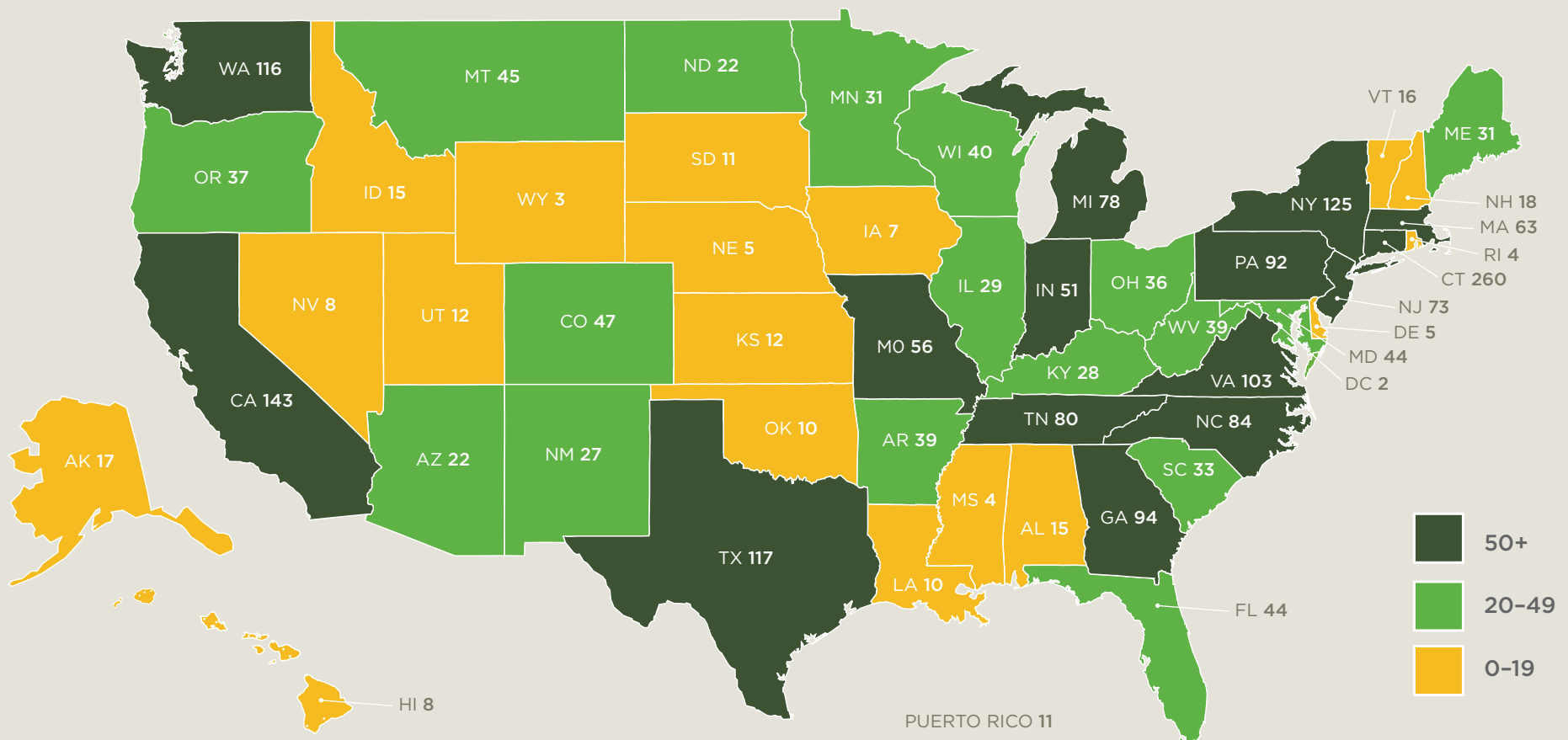
TOTAL DISTANCE EXPLORED

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!



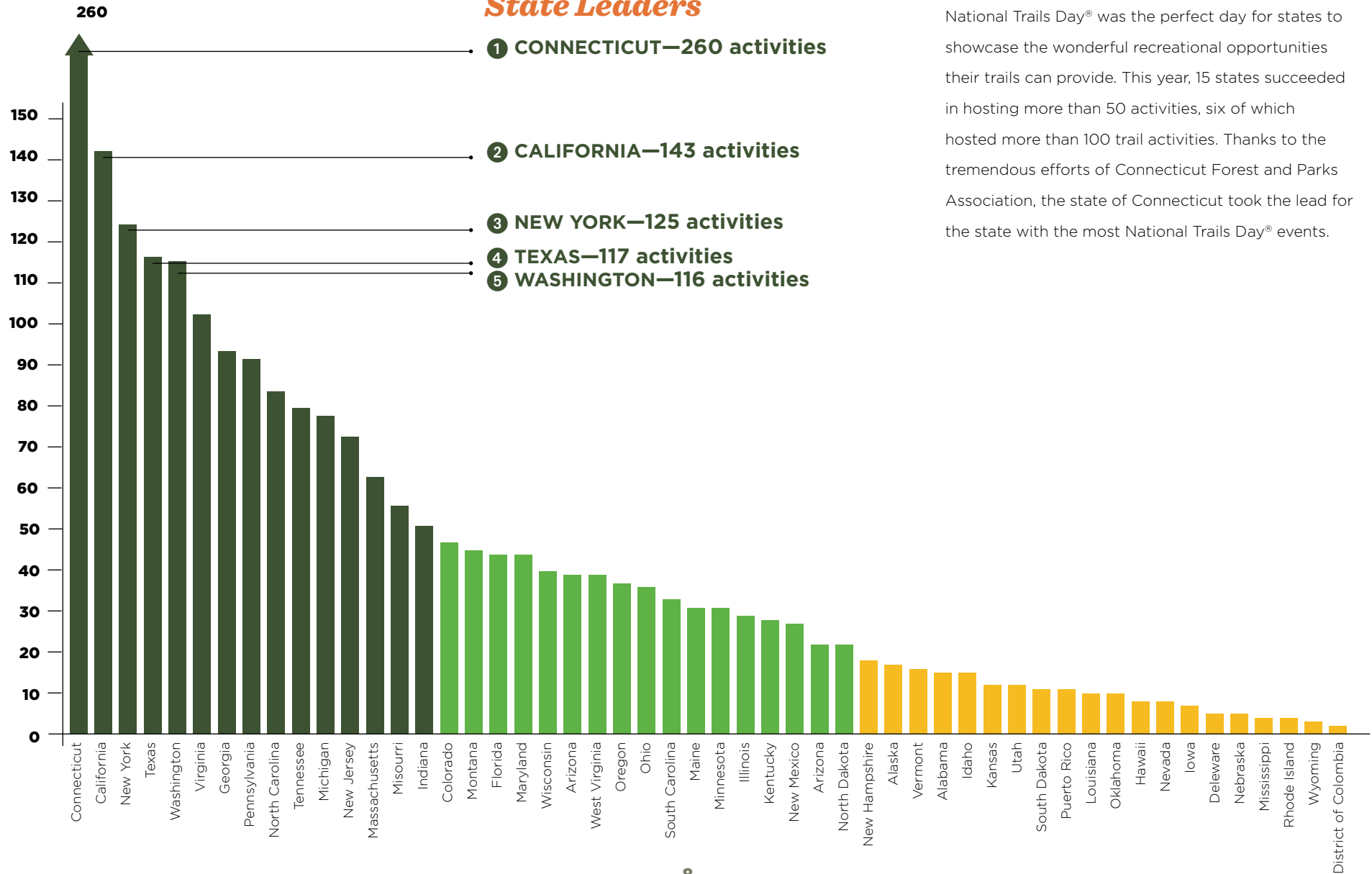
ACTIVITIES BY STATE

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.



ACTIVITIES BY STATE

State Leaders



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



HIKING THE TRAIL



“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



WATER TRAILS & TRAILS IN HISTORY



“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

STEWARDSHIP & RIBBON CUTTINGS



“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



NATIONAL RECREATION TRAILS



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



PHOTO BY PETER OLSEN

A National Recreation Trail in Maryland designated earlier.

TRAILS DAY CHALLENGE

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.



2015 Trails Day Photo Challenge

Home » 2015 Trails Day Photo Challenge

Are you ready for a challenge? Leading up to National Trails Day, American Hiking Society is offering a series of hiking challenges to prepare you for your ultimate adventure on National Trails Day. Go hiking, win prizes. #NationalTrailsDay



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](#)) with #NationalTrailsDay



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, or post it to our Facebook or Instagram 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.

WEEK 1 prizes post

American Hiking Society

Published by Dara Zawski on April 20, Edited by AH

This week we are kicking off a series of Trails Day Photo Challenges in honor of #NationalTrailsDay. Each week leading up to National Trails Day on Saturday, June 5, 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 50 Sleeping Bag (\$300 value) for AHS Members & a National Trails Day limited edition t-shirt & Save the Redwoods League lunch tote, water bottle, note cards, coasters, and bamboo utensils for Non-Members! (Not yet a member yet, but would like to be? Sign up here: <http://www.americanhiking.org/join>)

Challenges will run for a week at a time. You have all week to submit your photos through Facebook, Instagram, or Twitter - just make sure to use #NationalTrailsDay, or just submit it right in the comments below! Winners of Week 1 will be announced Monday, April 27!

More information about the photo challenge can be found here: <http://www.nationaltrailsday.org/2015-challenge/>



2015 Trails Day Photo Challenge - National Trails Day

WEEK 3 prizes post

American Hiking Society

Published by Dara Zawski on May 9, Edited by AH

Trails Day Photo Challenge Week 3! Each week leading up to National Trails Day on Saturday, June 5, we're going to 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 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 are sponsored by Columbia Sportswear and include a National Trails Day limited edition t-shirt, Columbia day backpack, duffel bag, and cap for AHS Members & a National Trails Day limited edition t-shirt & reusable Hike Chico Bag for Non-Members! (Not yet a member yet, but would like to be? Sign up here: <https://www.americanhiking.org/join.../individual-membership/>)

Challenges will run for a week at a time. You have all week to submit your photos through Facebook, Instagram, or Twitter - just make sure to use #NationalTrailsDay, or just submit it right in the comments below! Winners of Week 3 will be announced Monday, May 11!

More information about the photo challenge can be found here: <http://www.nationaltrailsday.org/2015-challenge/>



2015 Trails Day Photo Challenge - National Trails Day

Are you ready for a challenge? Leading up to National Trails Day, American Hiking Society is offering a series of hiking challenges to prepare you for your ultimate adventure on National Trails Day. Go hiking, win prizes...

NATIONALTRAILSDAY.ORG

TRAILS CHALLENGE WINNERS

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.

Week 1



Photo by **Mark N.**



Photo by **Kimi G.**

Week 2



Photo by **Cheryl R.**



Photo by **Jose Luis L.**

Week 3



Photo by **Pamela W.**



Photo by **Barbara M.**

Week 4



Photo by **Stephanie H.**



Photo by **Chris H.**

Week 5



Photo by **April N.**



Photo by **Eli C.**

Week 6



Photo by **Jeff N.**



Photo by **Sheena F.**

FACT-A-DAY • MAY 15

American Hiking Society
Published by Dara Zaleski (P) · May 15 · Edited ·

Fact of the Day for #NationalTrailsDay! National Trails Day isn't just for hikers! It's for anyone who wants a little outdoors in their life - whether it be along a dirt path or a water one!

You can join the Florida Trail Association's Panhandle Chapter's event at the Look & Tremble Rapids where you can paddle and ride the rapids along the Chipola River! For those that want to add a hike, the Florida Trail crosses the river and you can hike the Altha section.

Looking for an event a little closer to home? Check out our event map with hundreds of registered events: <http://www.nationaltrailsday.org/intd-events/>



Find An Event Near You - National Trails Day

*FOR A LIST OF EVENTS IN YOUR STATE - Select your state from the dropdown menu and click "SEARCH". National Trails Day is made possible by our 2015 sponsors. And by our Federal Agency Partners... Special thanks to supporters...

NATIONALTRAILSDAY.ORG

FACT-A-DAY • MAY 18

American Hiking Society
Published by Kimberly Lyons-Briley (P) · May 18 · Edited ·

Fact of the Day for #NationalTrailsDay! Did you know there is a National Trails Day event taking place in every single state? Looking for a hike in Utah? How about visiting Dianna's Throne in Kanab, UT? This event consists of a hardy hike to a local cultural site called the Mansard Cave. This is a site the Kanab Field Office encourages hikers to visit. This loop is approximately 5 miles with about a 1000' elevation gain. The hike offers awesome views of the Grand Sta... See More



Find An Event Near You - National Trails Day

*FOR A LIST OF EVENTS IN YOUR STATE - Select your state from the dropdown menu and click "SEARCH". National Trails Day is made possible by our 2015 sponsors. And by our Federal Agency Partners... Special thanks to supporters...

NATIONALTRAILSDAY.ORG

FACT-A-DAY COUNTDOWN

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.**

FACT-A-DAY • MAY 24

American Hiking Society
Published by Dara Zaleski (P) · May 24 · Edited ·

#NationalTrailsDay Fact of the Day! America's great trails do not build nor sustain themselves. A large percentage of our trails are maintained by volunteers every year. This stewardship is harnessed and passionately displayed on one day in particular #NationalTrailsDay on the first Saturday of June each year. National Trails Day brings out over 20k volunteers a year to give trails across the country the tender loving care they require and deserve.

And none is more deserving than the BLM's King Range National Conservation Area in California. The remote 68,000 acres of coastline is known as California's Lost Coast, and is only accessed by a few back roads. The trails here are as diverse and rugged as the landscape - from mountains meadows to old-growth forests and ridgetop vistas. King Range hike offers one of the few coastal wilderness hiking experiences in the US, where hikers can view sea lions and tidepools.

See more on the Bureau of Land Management's Instagram the rest of Memorial Day Weekend during American Hiking's takeover of BLM Instagram (@mypubliclands)

Photo by Mike Pittsley

#getoutgiveback #hike #seeBLM #trails #getoutdoors



FACT-A-DAY • MAY 27

American Hiking Society shared Pennsylvania Parks and Forests Foundation's post.
Published by Dara Zaleski (P) · May 27 · Edited ·

#NationalTrailsDay Fact of the Day! Many hikers know what a trail blaze is - the practice of marking recreational trails. Trails are blazed in bright colors, providing both direction to the hiker, as well as allowing hikers to reference the trail name based on color. BUT, do you know what the double blaze means? Double blazes indicate that the trail is about to turn. When the top blaze is a little to the left, you should look out for a left turn. When the top blaze is a little right, you should look out for the trail to turn to the right!

Now you know! Use this new found knowledge on a new trail on National Trails Day, Saturday, June 6. Find an event near you: <http://www.nationaltrailsday.org/intd-events/>

Thanks for sharing this info @Pennsylvania Parks and Forests Foundation



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.



PHOTO BY TINA MORRISON



PHOTO BY VANESSA GONZALEZ



PHOTO BY SANDRA ABSHAGEN



PHOTO BY PAULETTE PETERSON



PHOTO BY KATRINA MALASKI



PHOTO BY KIMBERLY DROUIN



PHOTO BY SALVATORE DIAZ



PHOTO BY VANESSA GONZALEZ



PHOTO BY K FITZPATRICK

PHOTO CONTEST



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 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



National Trails Day® is a program of:



FREE guided hikes, trail projects,
bike rides, and more at:

WWW.NATIONALTRAILSDAY.ORG



SPONSORS

Adventure Medical Kits, Columbia, HI-TEC, Eddie Bauer, THERM-A-REST, BROOKS-RANGE MOUNTAINCLIMBER, and others.

PARTNERS

Special Thanks to: BACKPACKER

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

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.



VIDEO STILL LIZ THOMAS



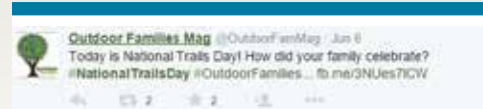
.....
HIKERS ENJOYING THE VIEW
FROM THE TOP OF MT. JACKSON
IN THE WHITE MOUNTAINS OF
NEW HAMPSHIRE.
.....

SOCIAL MEDIA

FOLLOWERS BY PLATFORM:

- ▶ **FACEBOOK 126,000+**
- ▶ **TWITTER: 27,000+**
- ▶ **INSTAGRAM: 5,500**

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.



GREAT OUTDOORS MONTH



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.

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



.....
PADDLERS ENJOYED THE
KAYAK TRAIL AT J.N. "DING"
DARLING NATIONAL WILDLIFE
REFUGE, FLORIDA.
.....

FEDERAL AGENCY SUPPORT



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 rides, 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.

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, 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.



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.



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.



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.



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.

BROOKS-RANGE MOUNTAINEERING

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.”

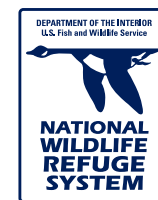
***— Sam Hodder, President and CEO,
Save the Redwoods League***



SAVE *the* DATE

**NATIONAL TRAILS DAY®
WILL BE JUNE 4, 2016**

Special thanks to



U.S. Department
of Transportation
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