

AMERICAN HIKING SOCIETY'S **NATIONAL TRAILS DAY®**

Final Report 2016





Sean Van Dommelen won 1st Place in the National Trails Day® photo contest with this sunset over Mount Rainer during an evening hike up to High Rock Lookout.



AMERICAN HIKING SOCIETY'S
NATIONAL TRAILS DAY®



TABLE OF CONTENTS

President's Message.....	2
Executive Summary.....	3
Public Outreach.....	4
Activities By Type.....	5
Participation.....	6
Total Distance Explored.....	7
Activities By State.....	8
Thousands of Events. One Incredible Day..	10
United By Trails.....	12
New National Recreation Trails.....	15
Trails Day Challenge.....	16
Fact-A-Day Count Down.....	17
Photo Contest.....	18
Social Media.....	19
Trails Day Champions.....	20
Federal Agency Support.....	22
Corporate Sponsors.....	24

PRESIDENT'S MESSAGE

2016 was a significant year for America and our public lands, marked by the 100th anniversary of the National Parks System—considered America's greatest idea. Most Americans utilize trails to experience the beauty and splendor of our national parks and public lands and American Hiking Society's National Trails Day® did justice in honoring trails and parks for all Americans.

In 1993, American Hiking Society created National Trails Day® (NTD) to be the rallying point for the public to experience the great American landscape and develop a deep sense of partnership and commitment to America's trails. Our NTD celebrations have come a long way since then, with this year hosting nearly 2,400 trail events nationwide, making our 24th annual NTD America's best ever. More than 168,000 trail enthusiasts got outdoors to explore and experience trails in all 50 states, Washington, DC, and Puerto Rico. For some, it was their first visit to a national park, while for others it was a chance to spend quality family time outdoors. Whether it was hiking, trail running, biking, horseback riding, or paddling, NTD 2016 enabled thousands of outdoor enthusiasts to get out and explore America's trails.

America's great trails do not build nor sustain themselves. In fact, a vast percentage of our trails are maintained by volunteers every year. These stewards can be found working year-round to ensure quality trails are available to the public. For NTD 2016, over 25,900 volunteers contributed their time and sweat on

466 projects to improve our nation's trails in time for the busy summer season. Their efforts resulted in the maintenance of more than 1,200 miles of trails, an equivalent service value of \$2.8 million. As hikers, we owe a tremendous debt of gratitude to these trail heroes for their hard work on NTD and throughout the year. Who among us is not moved by this extraordinary depth and diversity of community involvement through NTD?

I ventured out to Colorado for NTD, to join Colorado governor John Hickenlooper, U.S. Fish and Wildlife Service Director Dan Ashe, Congressman Ed Perlmutter and former Secretary of the Interior Ken Salazar to dedicate a new 7 mile trail section of the Rocky Mountain Greenway. I love opening new trail segments, but we were celebrating more than just new trail—we were honoring how important trails are to safe and affordable access to public lands, making the all-important human-nature connection, and developing and promoting healthy lifestyles. Trails truly drive the booming \$648 billion/year outdoor recreation economy in America and a healthy economy depends on healthy people, underscoring the key role trails play in America's public health infrastructure.

Once again, NTD served as the kick-off event for Great Outdoors Month, which was recognized with a Presidential proclamation from President Barack Obama, an annual occurrence dating back to the Clinton administration. Great Outdoors Month also received endorsements from all fifty governors

who joined President Obama in highlighting the importance for everyone to get outside and enjoy America's great outdoors.

My sincere thanks go out to our generous sponsors, dedicated agency and trail organization partners and the countless thousands of volunteers 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 2017, which will be American Hiking Society's 25th annual NTD—a proud and exciting milestone.

Sincerely,



Gregory A. Miller, Ph.D.
President



EXECUTIVE SUMMARY



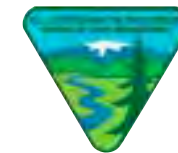
 Kathleen Fitzpatrick

Saturday, June 4, 2016, marked American Hiking Society's 24th annual National Trails Day®. Individuals all across the country kicked off a fun summer by coming together to hike, bike, paddle, and give back to the trails they cherish. Thousands of individuals and organizations coordinated local recreational and stewardship activities to help connect people to one another and to local trails.

Every year since 1993, American Hiking Society's National Trails Day® has brought together Americans of all walks of life to enjoy and experience America's magnificent trails system on the first Saturday of June of each year. This year's celebration was highlighted by:

- ▶ 2,391 activities taking place in all 50 states, Washington D.C., and Puerto Rico.
- ▶ 168,000 individuals participating in a variety of trail activities.
- ▶ 1.06 billion unique media impressions generated by National Trails Day coverage.
- ▶ 25,900 trail volunteers taking part in 466 stewardship projects, building and maintaining 1,200 miles of trails--a value of \$2.8 million.
- ▶ 70,900 hikers and runners attended 1,148 activities covering a cumulative 396,400 trail miles.
- ▶ 4,000 paddlers attended 72 paddle trips covering 29,500 miles.
- ▶ 8,200 cyclists attended 100 bike rides and pedaled a cumulative distance of 164,200 miles.
- ▶ 1,700 equestrians attended 21 horseback trips and rode a cumulative distance of 20,900 miles.

NATIONAL TRAILS DAY® 2016 WAS MADE POSSIBLE BY OUR GENEROUS SPONSORS: Columbia, Hi-Tec, Eddie Bauer, Therm-A-Rest, Buff, Superfeet, 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.



PUBLIC OUTREACH

*“National Trails Day”
generated 1.06 BILLION media
impressions worth
\$9.8 million in 2016.*

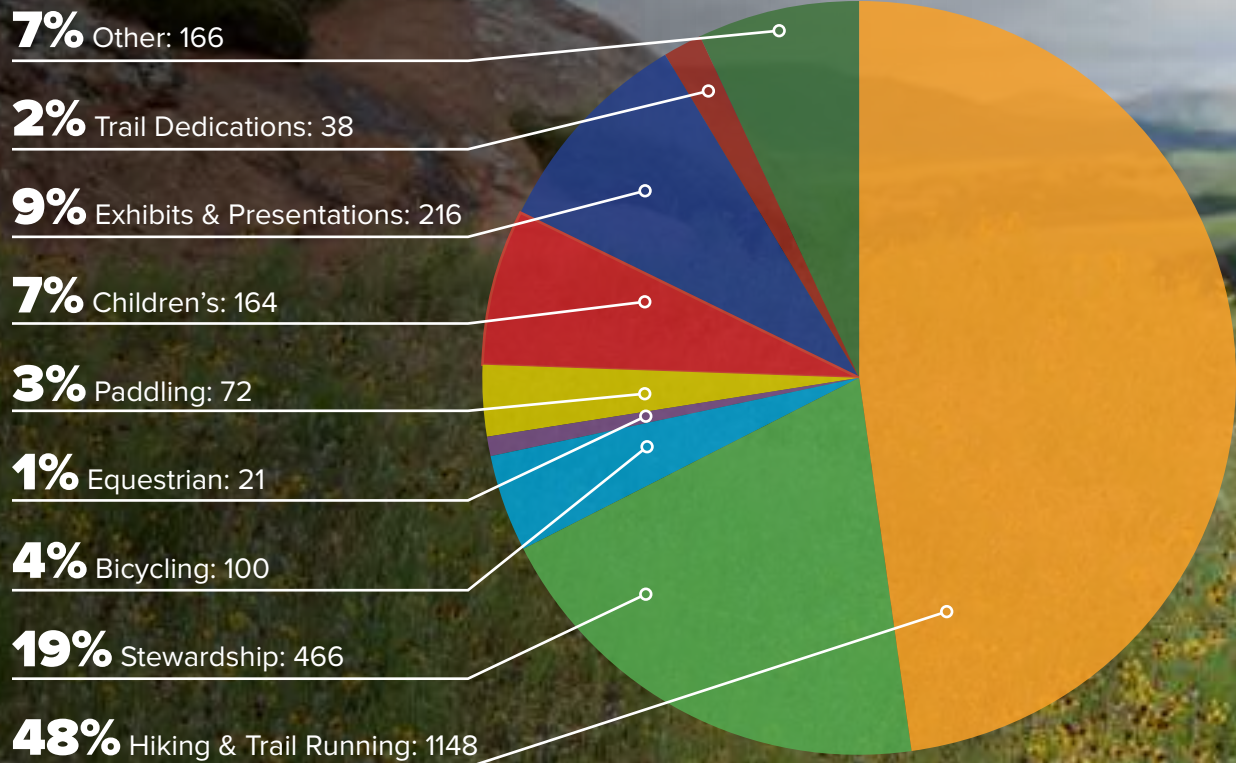


National Trails Day® was featured in thousands of publications across the country. NTD appeared in newspapers, magazines, local newsletters, on the radio, and in on-line blogs and articles. According to the Meltwater News impressions tracking service, from January to July 2016, “National Trails Day®” generated approximately 1.1 billion media impressions with an ad value of \$9.8 million. During the same timeframe, American Hiking Society’s National Trails Day® webpages were viewed more than 368,000 times.

Supporters of National Trails Day® were recognized through many digital and print outlets, including American Hiking Society’s quarterly newsletter *American Hiker* (6,000 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.

ACTIVITIES BY TYPE

In 2016, hiking and trail running were the most common activities to occur on National Trails Day®, accounting for 48% of the total. Trail Stewardship, which includes trail building, maintenance, cleanups, and invasive species removal, took second place in overall prevalence.



PARTICIPATION

More than 168,000 people participated in National Trails Day® events. Many participated in multiple activities. Not represented below are the 12,600 participants in children's activities, 3,500 participants in trail dedications, 16,800 participants in special exhibits, demonstrations, and presentations, and 25,000 participants in other activities such as festivals and rock climbing, among others.



Each icon represents approximately 500 participants

70,900 HIKERS AND TRAIL RUNNERS *The Average hiker walked 3.25 miles*



25,900 VOLUNTEERS *The Average volunteer maintained 245 feet of trail*



8,200 CYCLISTS *The Average cyclist rode 12.3 miles*



4,000 PADDLERS *The Average paddler traveled 5.7 miles*

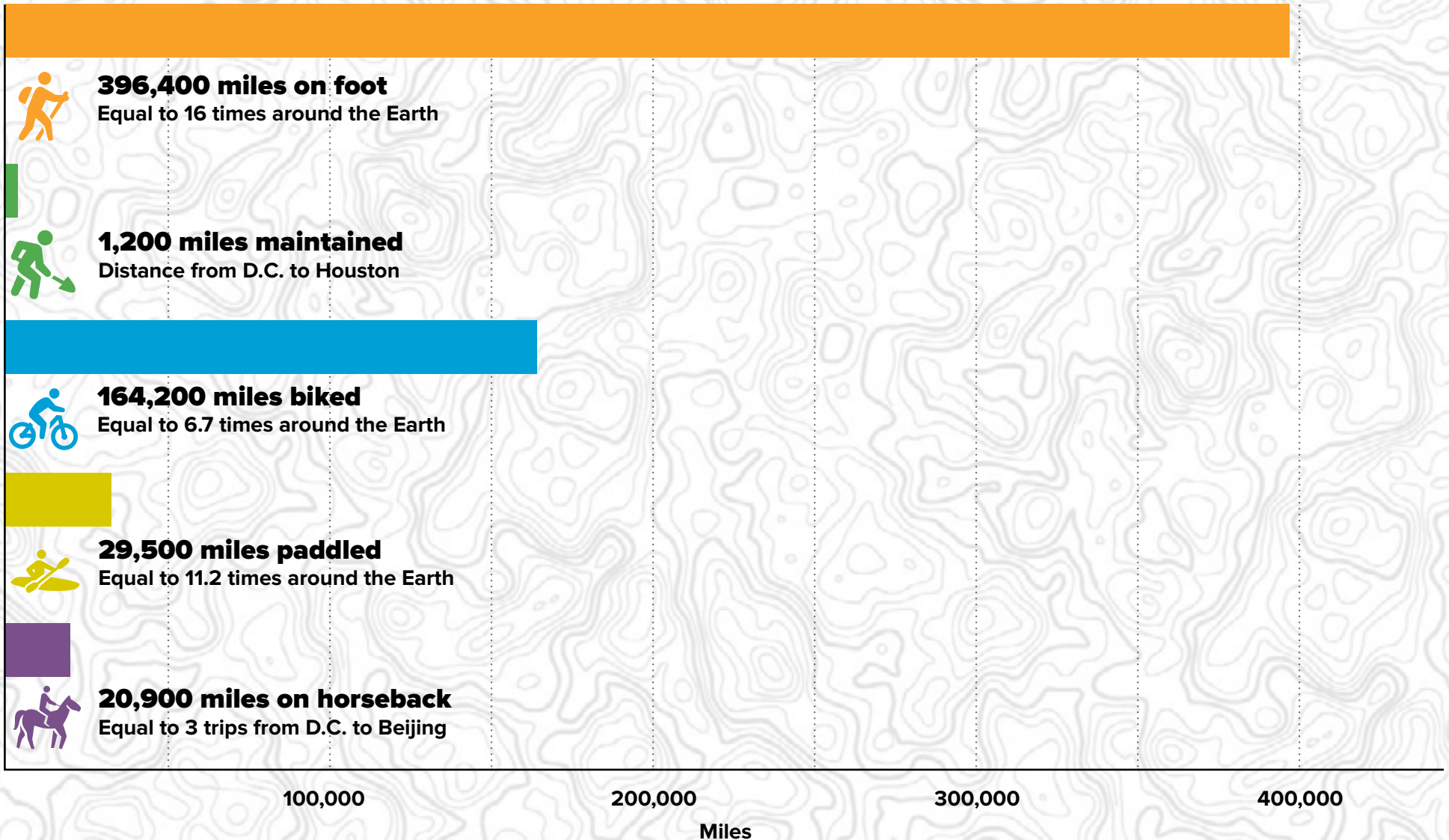


1,700 EQUESTRIANS *The Average equestrian rode 11.0 miles*



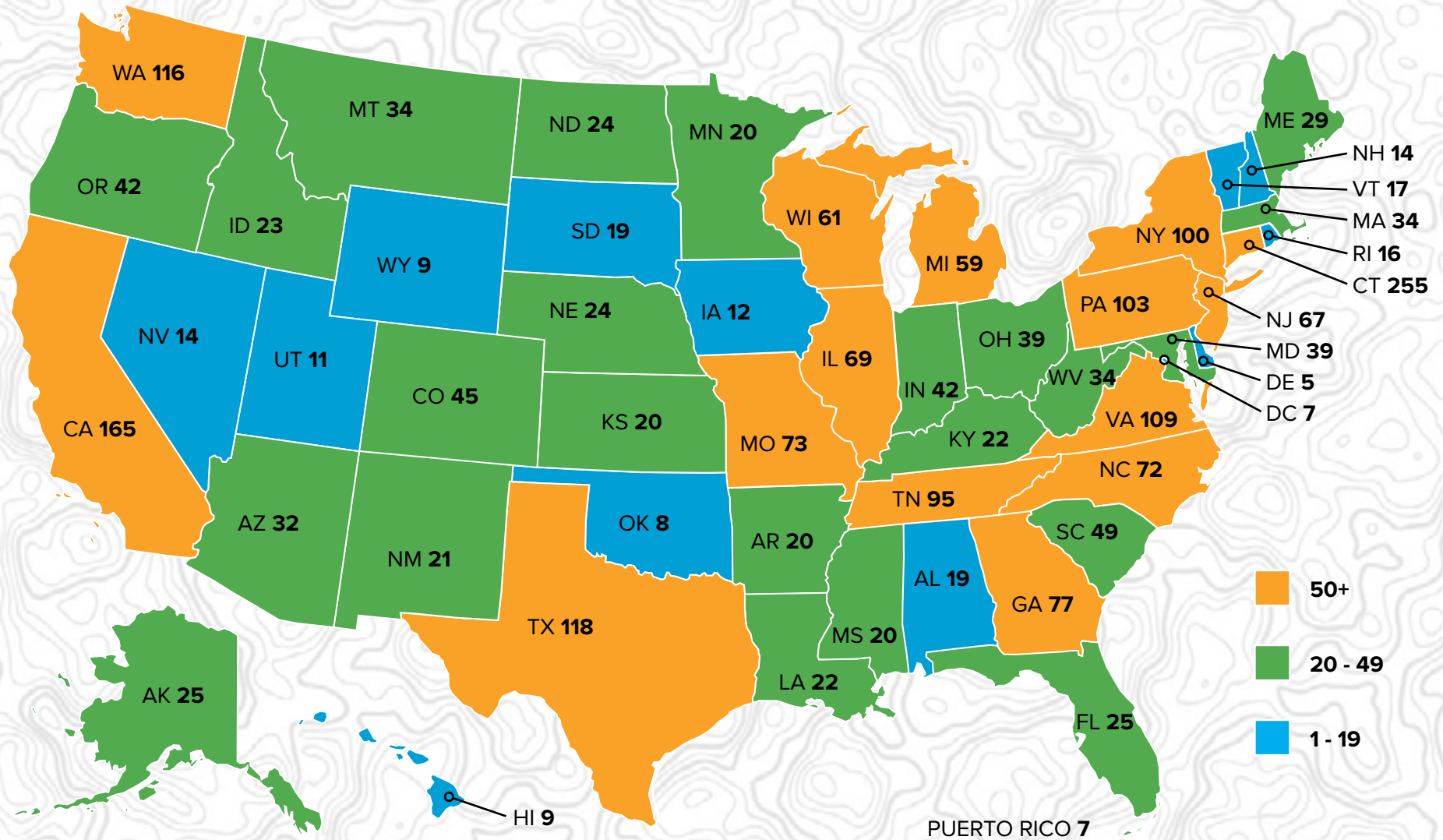
TOTAL DISTANCE EXPLORED

Harnessing the collective actions of the thousands of hikers, volunteers, cyclists, paddlers, and equestrians is what gives the National Trails Day® movement its voice. On this singular day, 70,900 hikers and trail runners traveled a combined 396,400 miles on foot, the rough equivalent of hiking 16 times around the Earth! Additionally, 25,900 volunteers built and maintained nearly 1,200 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!



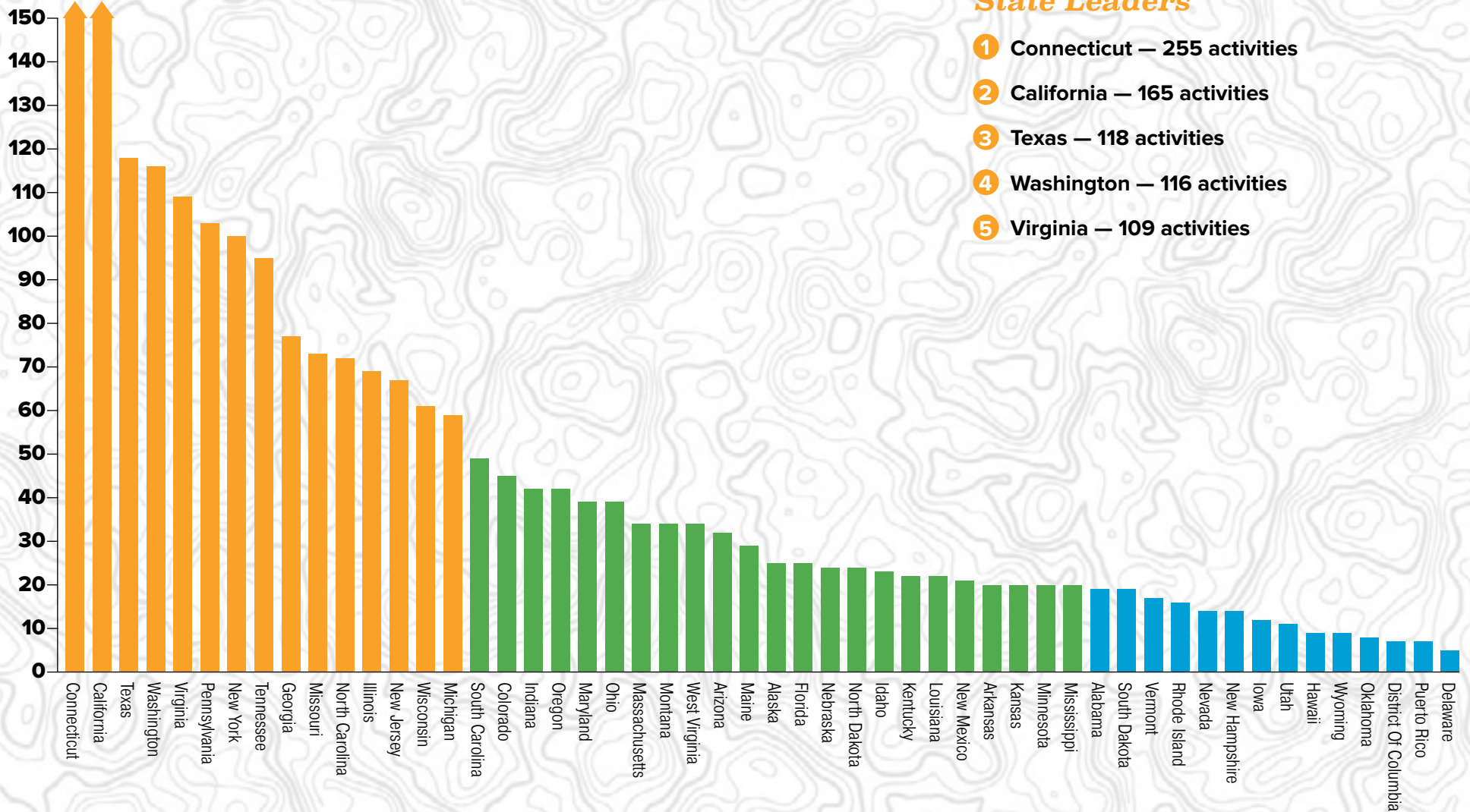
ACTIVITIES BY STATE

For the 15th year in a row, Americans celebrated National Trails Day® in all 50 states plus the District of Columbia and Puerto Rico. 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, seven 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.



State Leaders

- 1 Connecticut — 255 activities
- 2 California — 165 activities
- 3 Texas — 118 activities
- 4 Washington — 116 activities
- 5 Virginia — 109 activities



THOUSANDS OF EVENTS. ONE INCREDIBLE DAY.

“This was our first year to have a National Trails Day hike on a local trail (Serenity Trail). In heading this off I was really hoping for a great turn out, but I was not anticipating over 5-10 people to participate. I purchased the standard NTD Kit and embarked on getting the word out. We had a total of 32 people and 2 dogs! Which for our tiny town is a GREAT turn out! We had a variety of participants who had hiked this trail before and quite a few who always said ‘I’ll check that out some day.’

We will definitely be doing this again next year and it will be one of those days in my job that I look forward to. This was one of the days that I sat back and said “look at this, we got people out, and they had a blast!” That is what makes my job enjoyable and drives me to continue reaching out to the public to share my love and passion for being outdoors and appreciating our natural resources!”

Lacey K. Gurien
District Manager | Weston County Natural Resource District

Greg Harris



Rick Tutunick



“As we connect these trails with sidewalks, separated bike lanes, and streets...we are developing an interconnected network by providing access to everyone.”

Shari Schaftlein
U.S. Department of Transportation
Office of Human Environment Director

Speech at Rocky Mountain Greenway trail dedication (above). From left to right: Shari Schaftlein, Congressman Ed Perlmutter, former Secretary of the Interior, Ken Salazar, USFWS Director Dan Ashe, Colorado Governor John Hickenlooper, and AHS President Gregory Miller.

Robin Vaughan



Kim Lyons





📷 Saveria Tilden

UNITED BY TRAILS

“The event was fantastic and was truly a partnership among many groups, US Forest Service, National Forest Foundation, REI, Field Rangers, Local Conservation Corps and we even had the new director of the San Gabriel Mountains National Monument join us. We had 88 volunteers who helped maintain approximately 5.5 miles of trail.”

Saveria Tilden
AHS Ambassador



📷 Edward Belden




📷 Jack Lancellotta



📷 Catherine Dillon



 Emma Walker

“Creating a trail is no easy task—construction of the Dixon Trail has been underway since 2011—but it’s essential to preserving the delicate ecology in a place like 2,700-acre Cheyenne Mountain State Park, just outside Colorado Springs. The landscape that inspired ‘America the

Beautiful’ has drawn new residents to Colorado’s Front Range by the thousands, and with the influx of hikers eager to enjoy the scenery, sustainable trails are more necessary than ever.”

Emma Walker
Volunteers for Outdoor Colorado

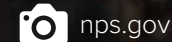
Young hikers enjoying the trails at
Bosque Estatal de Rio Abajo,
Puerto Rico
Eliezer Nieves



NEW NATIONAL RECREATION TRAILS



Hikers ascend sandstone formations on the Backbone Trail in Malibu Creek State Park



U.S. Secretary of the Interior Sally Jewell and National Park Service Director Jonathan B. Jarvis announced the day before National Trails Day® the designation of six local and state National Recreation Trails, adding more than 350 miles to the National Trails System, and three National Water Trails, adding more than 600 miles to the National Water Trails System.

“By designating these new National Trails, 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 enjoy 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.”

“The network of national recreation and water trails offers expansive 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, paddle or bike. It’s a great family outing and an opportunity to fill your lungs with fresh air and enjoy the beauty of the world around us.”

National Recreation Trail designation recognizes existing trails and trail systems that link communities to recreational opportunities on public lands and in local parks across the Nation. Each of the newly designated trails will receive a certificate of designation, a set of trail markers and a letter of congratulations from Secretary Jewell.

The Newly designated National Recreation Trails Are:

- ▶ Backbone Trail: California
- ▶ Shetucket River Water Trail: Connecticut
- ▶ Bartram Trail in Putnam County: Florida
- ▶ Johnson Brook Trail: Maine
- ▶ Turkey Mountain Urban Wilderness Area Trails: Oklahoma
- ▶ Roche Harbor Trails: Washington
- ▶ Kankakee River Water Trail: Illinois, Indiana
- ▶ Arkansas River Water Trail: Kansas
- ▶ Great Miami River Watershed Water Trail: Ohio

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.

Facebook Post



Week 2 Prize Post



Week 1 WINNER: Jamie Page



Week 4 WINNER: Gnetski Castro



Week 2 WINNER: Virgen Cruz



Week 5 WINNER: San Addiz



Week 3 WINNER: Patricia Martinez



Week 6 WINNER: Brandy Kaneshiro



FACT-A-DAY COUNT DOWN

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 fifth straight year American Hiking Society continued our Fact-a-Day Countdown on our social media channels.

For 40 days 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: Kickoff

American Hiking Society
Powered by Data Center | April 19, 2016

American Hiking Society's #NationalTrailsDay is the country's largest celebration of trails. But we want you to have fun celebrating trails every day! Starting this weekend and continuing each weekend leading up to #NTD2016 on Saturday, June 4, we're going to host our annual Trails Day Photo Challenges.

These challenges are easy and all they require is that you submit photos of your weekend adventures. We want you to feel inspired to get outside as much as humanly possible. [See More](#)



Fact-A-Day: April 19

American Hiking Society
Powered by Data Center | April 19, 2016

National Trails Day Fact-of-the-day countdown: June is #GreatOutdoorsMonth! A truly American idea, the State and National Parks of this country represent our natural heritage. North and south, east and west, they stretch from the edges of our maps to the hearts of our cities, covering nearly one-third of this nation. This June, celebrate the natural wonder and outdoor spirit of America by getting outside during Great Outdoors Month! Once you come outside, you'll never see... [See More](#)



Fact-A-Day: April 20

American Hiking Society
Powered by Data Center | April 20, 2016

National Trails Day fact-of-the-day countdown: American Hiking launched the first #NationalTrailsDay in 1993. Events took place in all 50 states, Puerto Rico, U.S. Virgin Islands, and Canada. Beyond the tens of thousands of participants who attended NTD events, AHS invited Congressional leaders and state governors to attend local events to see how much their constituency valued their local trails. Half of the state governors followed through by proclaiming June 5, 1993 as the first National Trails Day® in America.

#GreatOutdoors #GreatOutdoorsMonth #AmericanHiking #NTD #Trail #Hike40 #Trails

Thanks to our 2016 National Trails Day sponsors: Columbia Sportswear, Eddie Bauer, Therm-a-Rest, Hi-Tec USA, Superfit Worldwide, and Save the Redwoods League! <http://nationaltrailsday.americanhiking.org/>



Fact-A-Day: May 4

American Hiking Society
Powered by Data Center | May 4, 2016

#NationalTrailsDay countdown continues! NTD is only ONE MONTH AWAY! Have you registered your event yet? When you register your event, it'll show up on the sweet interactive map that people across the country can use to find out what's going on around them on the big day. Help us make this year the largest celebration of trails yet! #GreatOutdoors #FamilyonFoot #Findyourpark #Findyourtrail #Hike40

<http://nationaltrailsday.americanhiking.org/>

Thanks to our NTD sponsors: Eddie Bauer, Therm-a-Rest, Hi-Tec USA, Columbia Sportswear, Superfit Worldwide, Buff USA, and Save the Redwoods League!



Fact-A-Day: May 5

American Hiking Society
Powered by Data Center | May 5, 2016

NTD countdown continues with this fact: Last year, #NationalTrailsDay brought out 24,700 trail volunteers, taking part in 456 trail stewardship projects who helped build and maintain nearly 1,500 miles of trails. That's a value of \$2.1 million! #volunteertrails #volunteers #getouttherebook #getoutdoors

Thanks to Columbia Sportswear, Eddie Bauer, Hi-Tec USA, Therm-a-Rest, Superfit Worldwide, Buff USA, and Save the Redwoods League for supporting this program!

<http://nationaltrailsday.americanhiking.org/>



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. Most of the images throughout this report were taken by National Trails Day participants and hosts.

As an extra incentive, submitted photos were entered to win a two person Therm-a-Rest Ventana Sleeping bag

Photo Contest Prize Post



 Jomary Reyes




 Matt Jobin




 Ju Tu



 Michelle Nolasco



 Sarah Davidson

SOCIAL MEDIA

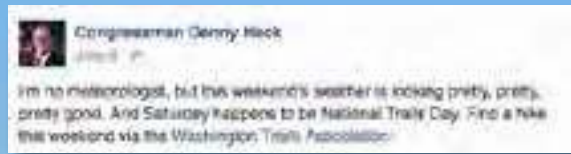
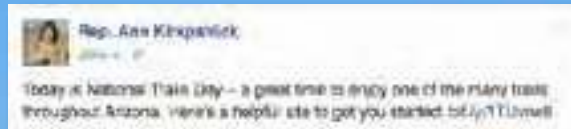
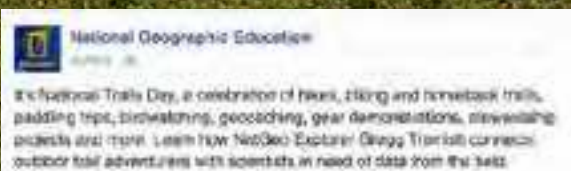
In the week leading up to National Trails Day®, AHS achieved 712,300 social media impressions, 11,400 interactions (comments, likes, shares), and 14,500 unique visitors on Facebook, Twitter, and Instagram. In addition, hundreds of event hosts and supporters boosted awareness through spreading the word about National Trails Day through their social media networks.

Fans by Platform:

Facebook: 225,000+

Twitter: 35,800+

Instagram: 33,900+



TRAILS DAY CHAMPIONS

American Hiking Society recognizes the commitment and success of all the organizations involved in building National Trails Day® into the outstanding day of fun and service it is today. From its humble beginnings and lofty vision of bringing together trail organizations from around the country, National Trails Day has truly grown into a successful event series that Americans look forward to, year-round.

This success story would not be possible without support from a broad range of organizations and foundations. Though these organizations vary in size and scope, they all share the common devotion to the outdoors that keeps National Trails Day alive. The Trails Day Champions for 2016 are as follows:



Connecticut Forest & Park Association (CFPA):

Since the initiation of National Trails Day in 1993, CFPA has rallied participation on an annual basis throughout the entire state of Connecticut. Connecticut Trails Day Weekend has become so successful that every year for the last 8 years, Connecticut has organized more National Trails Day events than any other state. In 2016 alone, CFPA coordinated more than 250 Trails Day activities.



Recreational Equipment Inc.:

REI has played an active role in the promotion of National Trails Day since its inception in 1993. Every year, select stores organize stewardship events and recruit volunteers to help with the projects. In 2016, more than 45 stores hosted or partnered with local organizations for National Trails Day.



Hike It Baby, a national organization dedicated to getting families out on the trails with newborns,

toddlers, and children, has partnered with the American Hiking Society to encourage even more families to get out and enjoy the great outdoors. In 2016, more than 100 Hike It Baby clubs hosted activities on their local trails.



North Country Trail

Association (NCTA): Spread across seven states, NCTA is a union consisting of volunteers, trail groups,

local chapters, and corporate sponsors who have banded together to maintain the North Country National Scenic Trail. NCTA was particularly busy on National Trails Day, hosting several dozen events including their 100 mile challenge for 2016.



Thousand Trails is the largest and most successful provider of RV resorts and campgrounds

in North America with over 80 locations in 22 states and British Columbia, Canada. More than 40 sites registered activities at or near their resort in 2016.



Ice Age Trail Alliance (IATA) is responsible for the upkeep of the Ice Age Trail, one of only eleven National Scenic Trails in the country. On National Trails

Day 2016 more than two dozen activities from stewardship projects, hikes, trail runs, and community events took place along the Ice Age Trail.



Austin Parks Foundation is devoted to building public-private partnerships

that develop and maintain parks, trails and open space in Austin and Travis County. For the 2016 National Trails Day Austin Parks Foundation coordinated 40 activities throughout the Austin metro area.



Forest Preserves of Cook County, with more than 69,000-acres, is the largest forest preserve

district in the United States. In 2016, 17 parks in the Chicago area registered activities.



America's State Parks:

Nearly one third of all National Trails Day activities in 2016 took place on state lands

thanks to the support of America's State Parks. The following state park systems generated significant interest by encouraging each of its parks to organize fun, family-friendly activities:

- ▶ Missouri State Parks
- ▶ Tennessee State Parks
- ▶ Virginia State Parks

In total 706 activities took place at 466 state park land sites.

33,214 people attended activities on state lands.

- ▶ 109 stewardship projects, 5,169 volunteers, 23,603 volunteer hours, 346 miles of trail maintained
- ▶ 402 hikes and trail runs, 17,753 participants, 1,325 miles covered, 62,682 cumulative miles
- ▶ 25 bike rides, 1,186 participants, 271 miles covered, 18,826 cumulative miles
- ▶ 3 equestrian activities, 134 participants, 23 miles covered, 975 cumulative miles
- ▶ 167 other activities, 12,517 participants





FEDERAL AGENCY SUPPORT

US Forest Service



**112 activities took place at 76 sites on Forest Service lands
4,658 people attended activities on Forest Service Land**

- ▶ 55 stewardship projects, 2,375 volunteers, 13,074 volunteer hours, 179 miles of trail maintained
- ▶ 28 hikes and trail runs, 850 participants, 230 miles covered, 5,130 cumulative miles
- ▶ 2 bike rides, 175 participants, 15 miles covered, 1,215 cumulative miles
- ▶ 3 equestrian activities, 45 participants, 47 miles covered, 760 cumulative miles
- ▶ 24 other activities, 1,021 participants

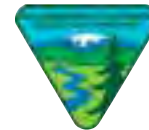
National Park Service



**173 activities took place at 93 sites at National Park Units
20,697 people attended activities at National Park Units**

- ▶ 46 stewardship projects, 2,431 volunteers, 15,007 volunteer hours, 98 miles of trail maintained
- ▶ 70 hikes and trail runs, 5,812 participants, 317 miles covered, 64,618 cumulative miles
- ▶ 3 bike rides, 182 participants, 29 miles covered, 1,318 cumulative miles
- ▶ 37 other activities, 10,526 participants

Bureau of Land Management



**26 activities took place at 16 sites on Bureau of Land Management lands
1,086 people attended activities on Bureau of Land Management Land**

- ▶ 8 stewardship projects, 217 volunteers, 1,008 volunteer hours, 13 miles of trail maintained
- ▶ 12 hikes and trail runs, 536 participants, 73 miles covered, 3,787 cumulative miles
- ▶ 2 bike rides, 10 participants, 8 miles covered, 40 cumulative miles
- ▶ 1 equestrian activities, 5 participants, 5 miles covered, 25 cumulative miles
- ▶ 3 other activities, 144 participants



US Fish and Wildlife Service



74 activities took place at 28 sites on National Wildlife Refuges
7,608 people attended activities on National Wildlife Refuges

- ▶ 4 stewardship projects, 414 volunteers, 2,976 volunteer hours, 10 miles of trail maintained
- ▶ 22 hikes and trail runs, 1,018 participants, 61 miles covered, 4,840 cumulative miles
- ▶ 4 bike rides, 360 participants, 33 miles covered, 1,758 cumulative miles
- ▶ 44 other activities, 8,536 participants

Federal Highway Administration



U.S. Department of Transportation
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.

FIND YOUR PARK

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.



In addition to a generous cash and product 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®.



In addition to a generous cash sponsorship, Eddie Bauer associates from across the country spent an afternoon of giving back for National Trails Day. Eddie Bauer teams restored trails to inspire and enable outdoor adventures for families, friends, and customers.



In addition to a generous cash sponsorship, 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.



BUFF® supported American Hiking Society's National Trails Day with a percentage of proceeds from sales of their new National Park BUFF® series in honor of the National Parks Services Centennial. With hundreds of NTD events in National Parks, we are proud to be a part of this creative project from BUFF®.



SUPERfeet®

As our newest National Trails Day sponsor, Superfeet provided a generous cash sponsorship as well as a free pair of in-soles in every National Trails Day kit – that kind of support on the trail is exactly what National Trails Day is all about!



In addition to a generous cash sponsorship, 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.

THERMA-REST®

In addition to a generous cash sponsorship, Therm-a-Rest and American Hiking Society collaborated with a social media photo challenge out on National Trails Day®. Over 64 people submitted photo to be entered to win a Therm-A-Rest Ventana two person sleeping bag.



📷 King County Parks

Eddie Bauer associates from Bellevue, Westmont, and several retail stores worked on trails with King County Parks the afternoon before National Trails Day®




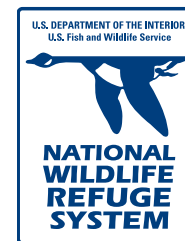
📷 King County Parks

Save the Date

**NATIONAL TRAILS DAY®
WILL BE JUNE 3, 2017**

Special thanks to:

 Amanda Krisko



U.S. Department
of Transportation
**Federal Highway
Administration**