

AMERICAN HIKING SOCIETY'S NATIONAL TRAILS DAY®

June 5, 2021



A DAY OF SERVICE AND ADVOCACY FOR HOMETOWN TRAILS

People across the country found physical, mental, and emotional restoration on trails during the pandemic. In honor of National Trails Day®, tens of thousands of participants came together to give back and care for America's magnificent trail system and ensure more people in the U.S. can enjoy trails and natural areas.

Following COVID-19 local guidelines, folks across the country united around trails through modified in-person events, virtual events, and record social media engagement. Trail enthusiasts also participated by taking the National Trails Day® Pledge to take action in 2021 to care for trails and advocate for equitable, safe access to quality green spaces. In efforts to remove transportation barriers access to trails, Congress received hundreds of messages supporting the Transit to Trails Act* in celebration of National Trails Day®.

📷 Verónica Miranda



45% Increase
from '19



45.18M
Est. Social
Media Reach

17.05M
Digital News
& Blog Reach



\$3.79M
Advertising
Value Equivalent

564,639
Social Media
Interactions



20,000
Social Interactions
on AHS Channels

10,362
Digital
Mentions

THANK YOU 2021 SPONSORS AND PARTNERS



**POPULAR
MECHANICS**

Ben's



*Federal funding was not used for National Trails Day® advocacy efforts



\$681,371
Volunteer Labor Value



36,398
Event & Pledge Participants



6,006
Trail Service Volunteers



565
Registered Events



274
Miles of Trail Improved



111
Trail Service Projects

UNITED BY TRAILS

National Trails Day® volunteer and recreation events took place across the country on all types of hometown trails, including the National Scenic, Historic, and Recreation Trails of the National Trails System (and trails supported by the Recreational Trails Program) on lands managed by BLM, USFS, NPS, state, and local agencies.

We had 13 people put in over 75 hours of work to complete the trail. This has been a 3 year project for the TCC and we are very proud of the work the community has done.

—Tahoe Climbing Coalition

With a group of Boy Scouts and teachers from the local school coming together to tackle this trail, it seemed everyone enjoyed the work and the end result was a much-improved trail.

—Los Padres Forest Association

Everyone had a job from the very young (8 years old) to the very experienced (80 years old).

—Maah Daah Hey Trail Association

The visitors seemed to have a great time. We offered dip nets to look for invertebrate animals in the wetland that was nearby. It was good muddy fun!

—Linn County Conservation

Participants indicated many of them discovered trails they were not previously familiar. Local businesses were very pleased to be involved in the event. The local visitors bureau ended up with a map of local trails as a result of the event.

—Grand Traverse Hiking Club

We used the event to construct new trails in an area being developed as a new addition to the town's trail system. At least one new trail by-passed a wetland area crossed by an older trail that will be closed.

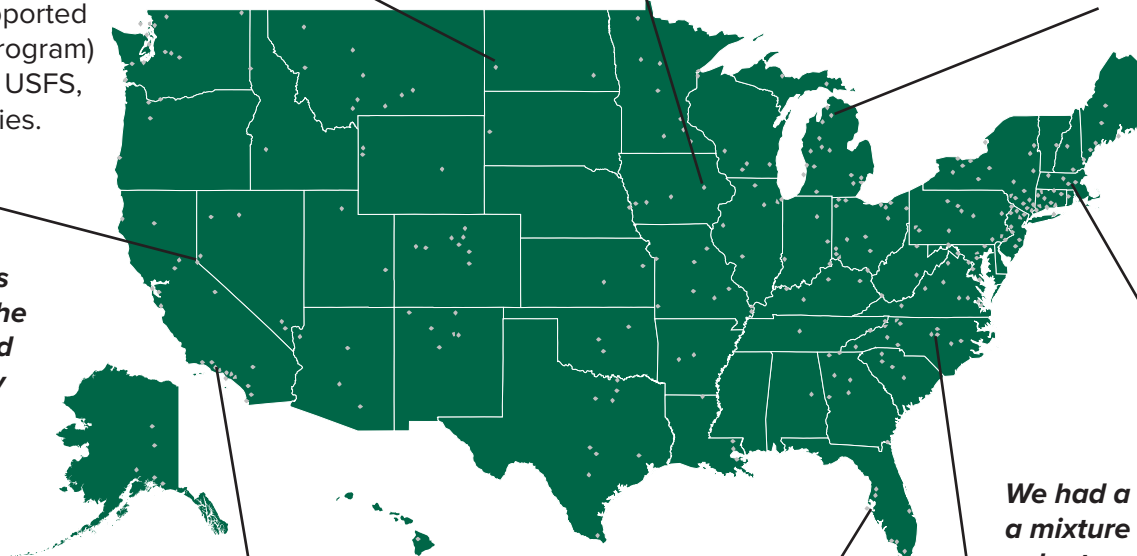
—Hopkinton Trails Club

We had a nice workday with a mixture of experienced volunteers and new volunteers. Work went smoothly, repairing erosion damage to the trail.

—Friends of the Mountains-to-Sea Trail

We invited members of the local Outdoor Afro chapter to participate. We had a few folks from their group attend. It was a great day with lots of laughter, camaraderie, and face to face conversation.

—Florida Trail Association: Suncoast Chapter





TALES FROM THE TRAILS



blackhikingqueen HAPPY NATIONAL TRAILS DAY! Woke up to a rainy day today but glad I got to go outside for a hike this morning ✨

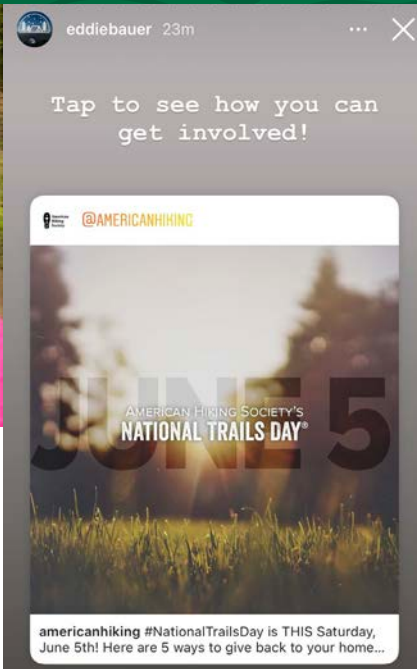
Happy Hiking! 🏞️💚

Here are 3 ways you can celebrate National Trails Day:

1. Take the National Trails Day® Pledge
2. Find a local or virtual event to attend
3. Share why trails are vital to you. Tag #nationaltrailsday and @americanhiking



womenwhohike Join us today for National Trails Day! That's right! Even though we're not gathering today, you can still join us in celebrating by taking the #nationaltrailsday pledge, and winning some gear from @hydroflask.



Happy #NationalTrailsDay! In Congress our work continues to restore our trails, expand access to the outdoors and protect the lands we love.

Below is one of my favorite trails — what's yours?



ospreypacks Whether we're headed out on an all-day mission or escaping for a short afterwork adventure, trails are where we go to stretch our legs, recharge our minds and fill our souls. Tomorrow is #NationalTrailsDay and we're teaming up with our non-profit partner @americanhiking to invite you to share why trails are vital to you.

Celebrate by getting outside tomorrow with those you love and don't forget to tag photos of your outing with us, @americanhiking and #NationalTrailsDay when you do! | 📸 by @danholzphoto | Featured pack from the Aether/Ariel Series #ospreypacks



hiker_babes On this #nationaltrailsday I'd like to reflect on how #trails are vital to me. Hiking is my escape and almost a form of #meditation for me. It is vital for my mental health. It always helps to put things into perspective for me, helps me reset and recharge, centers me and automatically puts me in a better mood. I recently joined @hiker_babes_central_pa and have met some fantastic women who #love hiking as much as me. Today we cleaned up #tablerocks along the #alleghteytrail to preserve what is vital to all of us in one way or another.



IT'S #NATIONALTRAILS DAY AND WE HAD TO DO A PHOTO SHOOT FOR AN UPCOMING PROJECT. MY HEART HAS STILL BEEN HEAVY WITH THE PASSING OF BEAUTIFUL INDY LLEW



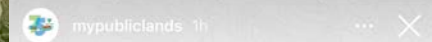
Happy National Trails Day! Where will you explore? 🏞️



Happy #NationalTrailsDay! #DYK that your National Forests contain over 158,000 miles of trail? Go take a hike today!



jecinna Happy #nationaltrailsday! Got to help @fdrd.summit with a trail rebuild at Sapphire Point today! Everyone said my favorite 11 year old, @the_sawyer_clark killed it and want him to volunteer again! @americanhiking



Saturday, June 5th is NATIONAL TRAILS DAY®

Give back to your hometown trails and green spaces!

Take the National Trails Day® Pledge and learn more on the American Hiking Society website.

Plus, you could win a hiking gear prize package worth over \$600 when you take the Pledge!



See more National Trails Days® content on our Instagram highlight. ➡️