

# AMERICAN HIKING SOCIETY'S NATIONAL TRAILS DAY®

June 4, 2022



## MAKING TRAILS AND OUTDOOR COMMUNITY BETTER THAN EVER

In celebration of the 30th annual National Trails Day®, folks of all ages and abilities, trail clubs, non-profits, businesses, and federal and local land managers came together at events across the country to cultivate a more inclusive trail community and advocate\* for, maintain, and clean up trails and public lands.

Wesley Trimble



**22.8M**  
Est. Social  
Media Reach



**197M**  
Digital News  
& Blog Reach



**\$4.68M**  
Advertising  
Value Equivalent



**361,943**  
Social Media  
Interactions



**4,198**  
People Signed  
NTD Pledge

140% Increase  
from '21



**10,519**  
Digital  
Mentions

Exclusive  
Apparel Sponsor



Premier  
Beer Sponsor



## THANK YOU 2022 SPONSORS AND PARTNERS



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



**\$1.18M**  
**Volunteer  
 Labor Value**



**57,340**  
**Event  
 Participants**



**12,314**  
**Trail Service  
 Volunteers**



**698**  
**Registered  
 Events**



**347**  
**Miles of Trail  
 Improved**



**94**  
**Trail Service  
 Projects**

## TRAILS FOR EVERYONE

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

*I spent the morning hosting a trail clean-up. Taking little ones into nature is my favorite pastime...one of the girls found a kiddie pool and tennis shoes in the middle of one of the trails.*

—Aleshea Carrieré  
 AHS NextGen Trail Leader

*We were able to accomplish meaningful work on one of our trails. At the end of the event, we took down the “closed” signs and opened the trail for the season.*

—Cedar Breaks National Monument

*Logout teams clear[ed] over a dozen downed trees along the route using antique crosscut saws.*

—Pacific Northwest Trail Association

*A top team of volunteers completed the job in two hours, less time than originally thought.*

—New York-New Jersey Trail Conference

*A couple came on one of their first dates years ago when we started this. They now have 2 children and continue to come.*

—Lebanon Rails to Trails

*It was a great way to promote the service that my search and rescue team provides to the general public. It was great to have [Outdoor Afro] there hiking along with us.*

—New Jersey Search and Rescue

*Volunteers enjoyed a day in the wilderness. We didn't get 100% finished, but the trail is in much better shape now.*

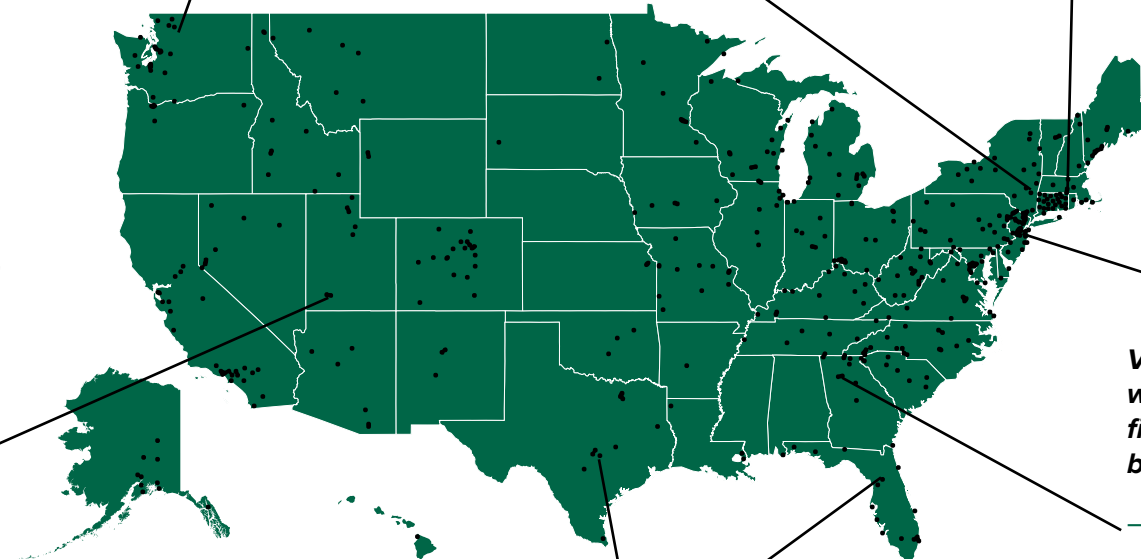
—Lumpkin Coalition

*As we hiked, picking up trash as we went, we saw many other hikers look at what we were doing and join in to help or thank us and pledge to continue to look for trash as they hiked that day. Stewardship was contagious that day!*

—Pedernales Falls State Park

*We had a great turnout to celebrate the multi-use and equestrian trails by recreating and being outdoors. We had over 25 people sign up to become volunteers to help us maintain the 340+ mile of trails that they enjoy and even got at Jr. Ranger! Everyone was grateful for the trails and the beautiful weather.*

—Marjorie Harris Carr Cross Florida Greenway



# COMMUNITY GRANT EVENTS

American Hiking, with financial support from the U.S. Forest Service, launched the first-of-its-kind National Trails Day® Community Grant this year. Designed to reduce barriers for underrepresented communities to organize meaningful events, the grant greatly added to the celebration of the 30th annual National Trails Day®.

Dozens of well-deserving individuals and organizations from across the country applied for funding for events organized by underrepresented communities, affinity groups, or clubs in the outdoors to support an in-person event for National Trails Day® at a National Forest or National Grassland site. Funds help support transportation costs, hands-on materials, stewardship supplies, gear, food, event promotion, and other materials needed for a full trail experience.

## Ruth Rosas and Ismael Cuevas – Huron-Manistee National Forest:

Black and Brown Chicagoans with limited exposure to biking and camping trips joined a ride and camping trip. The group biked 60 miles from Chicago, IL to their campsite where they camped for two nights. During the first night, the group got to know one another as they cooked dinner and discussed the importance of access to public lands and conservation. On National Trails Day® the group enjoyed all that the trails in Huron-Manistee National Forest have to offer. Participants also had the option of enjoying group trail runs and paddle activities.



Alejandro Ruiz Rosales

## We're Out Here – Cleveland

**National Forest:** Queer BIPOC folks in Orange County joined a nature walk in Black Star Canyon. A low-intensity, mostly flat hike was selected and the event was led by queer, Latinx naturalists Michelle and Tatiana. During the nature

walk, participants met fellow queer BIPOC nature lovers, and along the way, observed and connected with native plants and birds, and even learned about how the mountains used to be under the ocean. Event leaders discussed the presence of the Indigenous peoples whose land they are guests on, and how they can respect and protect the land for generations to come. Designed for all bodies and abilities ages 18+, this trip required no hiking experience.



Yadi Rocha

## New Mexico Wildlife Federation (Nature Niños New Mexico) – Gila and Cibola National Forest:

This storytelling hike (to be held at a later date due to a forest closure) will invite students from the Albuquerque Sign Language Academy and their families to participate in an accessible event with multiple interactive stories and a variety of hikes based on the family's needs and abilities. This event will have ASL and Spanish interpretations.



Nature Niños

## Khmer Community of Seattle King County – Mt Baker-Snoqualmie National Forest:

Members of the Khmer community came together for a multi-generational community picnic near Annette Lake followed by a student-led interpretive group hike. The event helped unite the community elders with the youth in a shared immersive outdoor experience rooted in tradition and connection to the natural world.



KCSKC



# TALES FROM THE TRAILS



hikeandheal Happy National Trails Day 🌟

The #dawnpatrol showed up with much excitement + high vibes 🌞

Major shoutout to the hunny that joined from OHIO 🇺🇸 thank you for chasing the sun with us 🌈



sbakermorgan The 30th Annual National Trails Day was a huge success! Thanks to a partnership with Montgomery County Parks, we joined together to clean up Sligo Creek Trail with a picnic to follow. Ours was just one of hundreds of events across the country that celebrated and cared for the trails we love to hike!! @americanhiking #nationaltrailsday



glitzngrits Blessin' y'all with our joy from last weekend after we cleaned the Preserve in @playgarland with @americanhiking



hikewithrebeca 🌟 National Trails Day Recap 🌟

Part of the team of volunteers at Ireland Brook Conservation area ready to build a new trail!

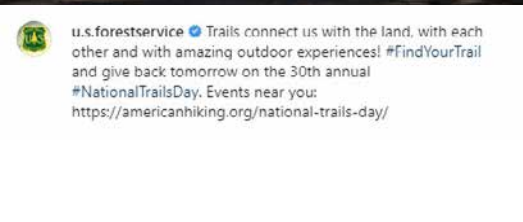


vero\_wandering How are you spending your National Trails Day?

Spending the morning @candlestickpointspa for a litter pick up with the family.



lee.ernest.lee, the.machiko We pulled 4 large trash cans of the invasive species Shortpod Mustard from Cobb Estate on the Angeles National Forest.



yogirawraw National Trails Day June 4, 2022 #nextgentrailleader

Had the privilege of hosting a NTD event in beautiful Big Surf! A big shout out to Mark the director of the private reserve for allowing me to host this event and to bring a group of awesome volunteers out for some trail maintenance. Also, thank you @americanhiking for sponsoring the event - providing swag, food and much more.



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