

AMERICAN HIKING SOCIETY'S NATIONAL TRAILS DAY®

June 3, 2023

LEAVING THE TRAILS AND OUTDOOR COMMUNITY BETTER EVERY YEAR

From coast to coast, folks of all ages and abilities headed to the outdoors to celebrate the 31st annual National Trails Day® with one common goal — celebrating, enjoying, and protecting the outdoor spaces they love. Together, they put action behind their pledge to give back to trails and build a world where everyone feels welcome and has access to enjoy the great outdoors.



27M

Est. Social
Media Reach



9.3M

Digital News
& Blog Reach



\$2.8M

Advertising
Value Equivalent



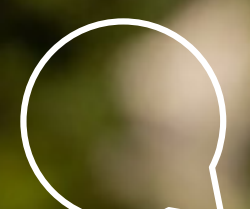
494K

Social Media
Interactions



5,327

People Signed
NTD Pledge



7,867

Digital
Mentions

THANK YOU TO OUR 2023 SPONSORS AND PARTNERS

Exclusive Apparel Sponsor Premier Beer Sponsor



U.S. Department
of Transportation
Federal Highway
Administration



\$1,273,630

Volunteer Labor Value



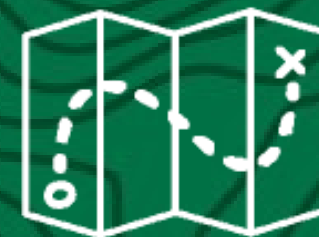
74,130

Est. Event Participants



7,044

Stewardship Volunteers



799

Registered Events



558

Miles of Trail Improved



211

Trail Service Projects

TOGETHER ON THE TRAIL

This year, National Trails Day® stewardship, volunteer, and recreational events took place across the country on all types of trails! Event participants explored 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.

As we were leaving our staging area, 2 ladies were unloading horses from their trailer to go riding on the trails that we maintain. I told them what our plans were for the day and handed them the promotional material that I received from AHS and asked them to take the Pledge. After introducing myself, one lady said, 'I have heard of your organization and am happy that your chapter (NEMO Chapter of BCHMO) takes good care of the trails down here. We sure enjoy them'.

— NEMO Chapter of Back Country Horsemen of Missouri

We grilled out hot dogs and did a "tail gate" for dogs, passing out dog biscuits all for free. Our volunteers loved passing out trail magic.

— Cincinnati Nature Center- Rowe Woods

Looking forward to 2024!

— Forest Preserve District Will County

We cleared and wood chipped 200' of trail!

— Clean Water Services

We spent the day doing maintenance on one of the busiest trails in Panthertown, so a lot of people got to see some of the work that we do, which was great!

— Friends of Panthertown

Our event got front-page coverage in our local newspaper, which greatly helped our case of eradicating an invasive species from an important trail system.

— Potomac Appalachian Trail Club

We cohosted with our local Society for the Prevention of Cruelty to Animals (Lancaster SPCA). We offered a registration to hike with a shelter dog. This was very successful. There were so many happy dogs on our trail. Hopefully, some were adopted as a result.

— Lancaster County Stormwater

We were incredibly happy about the outcome of this event, and look forward to partaking in it next year!

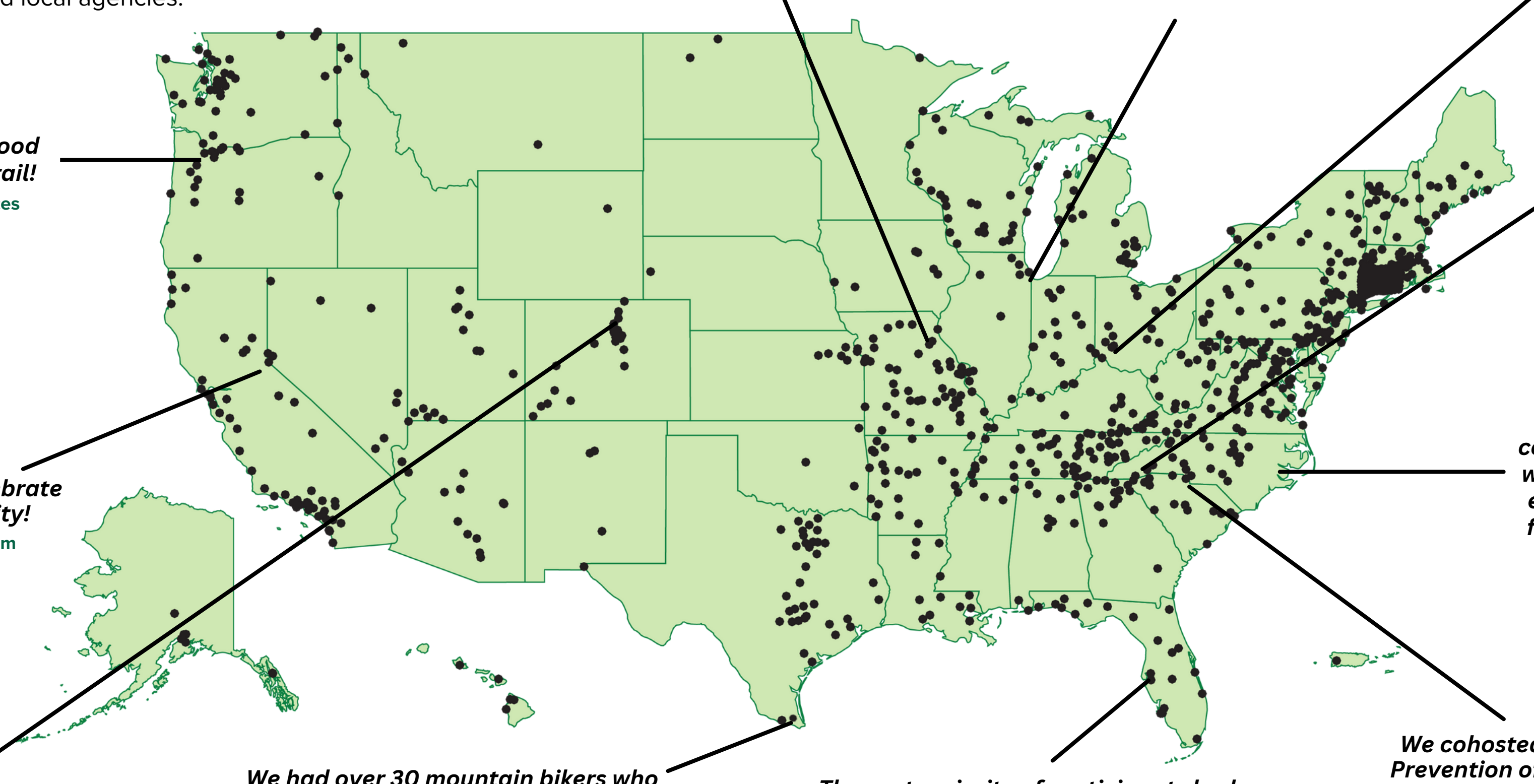
— Rocky Mountain Conservancy

We had over 30 mountain bikers who attended our event, and several community members, including the mayor of our town. Everyone was so appreciative of the work that has gone into building over 10 miles of trail in the Harlingen Arroyo Trail system.

— Valley Off-Road Bicycling Association

The vast majority of participants had never heard of or visited this trail before they read about it in event publicity. They came from as far as 95 miles away for this event. Ages ranged from 1 to 85. Every single person said they loved it and would return to hike this trail again.

— Crystal River Preserve State Park



MEET THE GRANT RECIPIENTS

Your Healing Nature & Latino Outdoors Inland Empire



A FREE two-day campout for Black, Brown, Indigenous, and People of Color (BIPOC) who are residents of the Inland Empire was a perfect way to celebrate National Trails Day®. Held in beautiful San Bernardino National Forest the event included land stewardship activities, expert speakers educating on the environmental and social impacts affecting the area, and sound bathing for self-care.

FAMU (Florida Agricultural and Mechanical University) Outdoor Club



To celebrate National Trails Day®, students from Florida A&M University, a historically Black university located in Tallahassee, spent two nights camping at Kolomoki Mounds State Park in Georgia while exploring two different state parks. The event concluded with a trail clean before returning to Tallahassee.

Loud Thunder Forest Preserve



BIPOC, LGBTQIA+, and Neurodivergent Chicago residents with limited access to nature outside of a city environment traveled to Illinois City for a National Trails Day® weekend adventure filled with hiking, kayaking, and camping. Geared to those with little or no outdoor recreation experience, the event was designed to skillshare and provide an opportunity to learn new things.

2023 NATIONAL TRAILS DAY® MICRO-GRANT RECIPIENTS

American Hiking Society, with support from Moosejaw and U.S. Forest Service, awarded three micro-grants through the National Trails Day® micro-grant program. These grant are designed to reduce barriers for underrepresented communities to participate in meaningful events in celebration of the 31st annual American Hiking Society's National Trails Day® on Saturday, June 3, 2023.

Three events organized by historically underrepresented communities in the outdoors were selected to receive funding to support an in-person event for National Trails Day®. The recipients were chosen based on their commitment to promoting inclusivity and diversity in the outdoors and their plans to provide an immersive and meaningful outdoor experience for participants.

"In addition to providing financial support for the grant, Moosejaw has also provided tents, sleeping bags, coolers, and other gear for these events. We are grateful for Moosejaw's partnership and generous support," said American Hiking's Executive Director, Heather Klein Olson.



TALES FROM THE TRAILS



Upper Mississippi River National Wildlife & Fish Refuge
May 31 at 9:32 AM · 🌐
This Saturday, June 3 at the La Crosse District Visitor Center! Bring your pup to learn what it means to be a B.A.R.K Ranger and get a free bandana! Help us celebrate National Trails Day by keeping our trails clean of pet waste and enjoy a free scoop of ice cream for helping to "scoop the poop!" Please give Ranger Kathryn a call to sign up at 608-779-2230. More details in the event post below.



pacificcrest.trail 3w
Happy #NationalTrailsDay!
The Pacific Crest Trail is more than just a trail, it's a never ending project that continues to exist thanks to the thousands of people who give back to the trail each year.

irasema_romero National Trails Day - 6/3/23
Salt Lake City
So grateful for the partnership with @womenwhoexplore_utah. A big shoutout to its local ambassador @kikassadventures
We had a great morning where we committed to leave our trails better than we find them. It's not too late to take the Pledge and be entered for the giveaway. Link in my bio.



grandmajoyroadtrip Today is National Trails Day! Grandma Joy and I would like to encourage you to get out and explore the natural world around you today and every day.



kandaceilene Happy National Trails Day! Spent this morning running on the trails with @trail_sisters RDU and bonus miles with @katie_ann_stanford #nationaltrailsday @americanhiking



lo_inlandempire A huge THANK YOU to those of you who joined us for the National Trails Day BIPOC Campout!



toriiherndon
#americanhikingsociety
We took the pledge, will you?!

usinterior Edited · 3w
Trails connect us to adventure, exercise, history, natural beauty and one another. From national recreation trails to historic and scenic trails, a public lands trail awaits you on National Trails Day.



National Trails Day is a day of advocacy and service for hometown trails and the communities who care for them. We celebrated by . . .