



**rails-to-trails**  
conservancy

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Dear Bike Retailer,

I am pleased to invite you to be one of the first to hold a Rails-to-Trails Conservancy Bike Dealer Membership. For 22 years, Rails-to-Trails Conservancy (RTC) has been the leading voice for creating a nationwide network of trails from former rail lines and connecting corridors to build healthier places for healthier people.

Since our inception we have been providing individuals with the benefits of membership in one of the leading organizations promoting the interests of cyclists nationwide. RTC can now provide a very special set of benefits to you, the specialty bike retailer, when you decide to join.

Why RTC? Look at the facts:

- When RTC was founded in 1986, there were only 250 miles of rail-trail. Since that time we have supported the development of *more than 15,300 miles* of open, usable trail, and *9,500 more* in the process of becoming trails in communities across the country.
- We have 100,000 members and supporters nationwide who care passionately about their local trails, plan travel based on trail locations, and contribute both time and money to RTC.
- Our 40 member staff is located around the country, with headquarters in Washington, D.C., and four regional and state offices.
- We provide technical assistance on-the-ground, fielding about 150 calls each month from trail builders and supporters, and have a strong track record of success in advocating for trail funding at the federal level.
- RTC provides the only free, interactive website for trail users nationwide, [www.trailink.com](http://www.trailink.com), that has 30,000 visitors each month.

More trails mean more places to ride, meaning more demand for bicycles. The special nature of rail-trails — safe, no motorized traffic, 3% or less grade — opens bicycling to new markets — people young and old who want a fun cycling experience. More and more, rail-trails are attracting people who seek an alternative to their cars for commuting and errand running, and who do not want to fight with automobiles for the road.

As you will see from the dealer membership benefits described on the enclosed sheet, RTC provides several opportunities for you to enhance your customer service and to reach new customers through our donor base and others who use [www.trailink.com](http://www.trailink.com).

Demonstrate your support for the trails your customers love to ride by joining RTC now.

Sincerely,

Andrea M. Brock  
Vice President, Development



