MEDIA ADVISORY FOR: Sept. 13–Oct. 3, 2021

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#TRAILMOMENTS 21-DAY CHALLENGE KICKS OFF TO ENCOURAGE HEALTHY TRAIL HABITS

Media invited to follow the challenge and document how people are building physical activity into their daily lives, especially as people are adopting new fall school and work patterns

WASHINGTON, D.C.—To help boost mental and physical health this fall, Rails-to-Trails Conservancy (RTC), the nation’s largest trails organization, is launching a new national Instagram challenge running Monday, Sept. 13–Sunday, Oct. 3, 2021, to encourage 21 days of activity on trails.

People are encouraged to sign up for RTC’s #TrailMoments 21-Day Challenge at railstotrails.org/trailmoments to receive a calendar with simple daily actions individuals can take part in on a trail to help build healthy habits into their life.

Participants who share daily #TrailMoments and tag @railstotrails on Instagram are eligible for a chance to win a prize.

The challenge comes as September is National Self-Care Awareness Month, a time when people are specifically encouraged to prioritize their day-to-day mental and physical wellness. Trails make it possible for people of all ages and abilities to incorporate exercise into their routines by connecting them with safe places to walk and bike to get where they need to go. Increased physical activity on trails can generate tremendous health benefits, helping people build stronger hearts, maintain a healthy weight, lower their stress and anxiety, prevent dementia, boosting their immune systems and combat depression.

RTC recommends all trail users follow U.S. Centers for Disease Control and Prevention public health guidelines, and state and local government guidance. To find resources on how to #RecreateResponsibly, visit railtotrails.org/recreateresponsibly2021.

To sign up for the challenge, which starts on Sept. 13, visit: railstotrails.org/trailmoments. Individuals can sign up for the #TrailMoments 21-Day Challenge beginning Friday, Sept. 3.

To learn more about the mental and physical health benefits of trails, visit RTC’s TrailBlog.

Rails-to-Trails Conservancy is the nation’s largest trails organization—with a grassroots community more than 1 million strong—dedicated to building a nation connected by trails, reimagining public spaces to create safe ways for everyone to walk, bike and be active outdoors. Connect with RTC at railstotrails.org and @railstotrails on Facebook, Twitter and Instagram.