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RAILS-TO-TRAILS CONSERVANCY LAUNCHES DIGITAL TRAVEL MAGAZINE

Trail Traveler is the “Insider Guide to America’s Greenways”

WASHINGTON, D.C. – Video, breathtaking photo galleries, panoramic images and vivid descriptions are the signature features of Trail Traveler, a newly launched digital magazine from Rails-to-Trails Conservancy (RTC). Through these immersive trail experiences, RTC aims to inspire—and make it easy for—recreational travelers to go exploring outdoors.

“Trail travel is unique among other forms of travel, and Rails-to-Trails Conservancy has the specialized body of knowledge to provide trail-goers with the information they need to plan their trips,” said RTC President Keith Laughlin.

The inaugural issue, offering 95 pages of content, features 10 multi-use trails chosen for their scenic beauty, historical and cultural attractions, welcoming communities and suitability for most ages and abilities. True to its tagline, “Insider Guide to America’s Greenways,” each trail was handpicked by staff at RTC, a national nonprofit with a database of more than 30,000 miles of multi-use trails on its trail-finder website, TrailLink.com. The selections span the United States, including trails in Alabama, California, Florida, Louisiana, Michigan, Nevada, New York, Pennsylvania, Virginia and Wisconsin.

The theme of the issue is weekend getaways, and several of the stories include detailed itineraries and maps that pinpoint recommended places to eat, stay, visit and rent bicycles, serving as a one-stop shop for planning a trail trip. And, for those with more time, an “Extend Your Trip” option—a suggestion of other recommended nearby trails or attractions—is included in each article.

“Not only is Trail Traveler simply beautiful to look at and enjoy, but we’re also taking full advantage of the digital platform,” said the magazine’s editor Laura Stark. “If you see a trail you like, you can click the links for our lodging and travel recommendations as you read along, and have your whole trip booked by the time you finish the article, so it’s very practical, too.”

Trail Traveler, compatible with both iPads and Android tablets, can be downloaded in the App Store and Google Play. The cost of the issue is $3.99, and a free sample article is available.

Journalists may contact Trail Traveler editor Laura Stark to obtain photographs or other information at lauras@railstotrails.org or 202.974.5115.

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Rails-to-Trails Conservancy, a nonprofit organization with more than 100,000 members, is the nation's largest trails organization dedicated to connecting people and communities by creating a nationwide network of public trails, many from former rail lines. Founded in 1986, Rails-to-Trails Conservancy's national office is located in Washington, D.C., with regional offices in California, Florida, Ohio and Pennsylvania. For more information visit www.railstotrails.org.