

FOR IMMEDIATE RELEASE:

JULY 6, 2015

CONTACT:

Elizabeth Striano, Director of Communications

Rails-to-Trails Conservancy

202.974.5155

elizabeth@railstotrails.org



RTC Launches National “Share the Trail” Campaign to Encourage Safe Trail Use

WASHINGTON, D.C. – Rails-to-Trails Conservancy has launched a “Share the Trail” campaign, intended to be a fun, shareable way to address the potentially serious topic of safe trail use. As trails around the country grow increasingly popular, drawing people of all ages and skill levels, responsible use has become critical to the safety of all trail users.

RTC’s campaign is designed to encourage everyone—from walkers and runners to bicyclists, horseback riders and more—to be considerate and ensure that users of all skill levels feel safe and comfortable on the trail. RTC is asking people across the nation to take the Share the Trail pledge and help set a good example for others—each and every time they’re on a trail.

The campaign focuses on six primary trail use tips: 1) Use Safe Speeds; 2) Keep Right, Pass Left; 3) Standing Still, Stand Aside; 4) Mind Your Pets; 5) Be Alert; and 6) Know and Follow the Rules. Each week, RTC will focus on one of these six main themes, with quick tips and new relevant stories made available each week on the [campaign website](#).

Resources and shareable graphics are available online for individuals and organizations that would like to promote the Share the Trail campaign in their local areas. For more, visit railstotrails.org/sharethetrail.

Rails-to-Trails Conservancy (RTC), a nonprofit organization with more than 160,000 members and supporters, 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 and connecting corridors. Founded in 1986, RTC's national office is located in Washington, D.C., with regional offices in California, Florida, Ohio and Pennsylvania. For more information, visit railstotrails.org.