

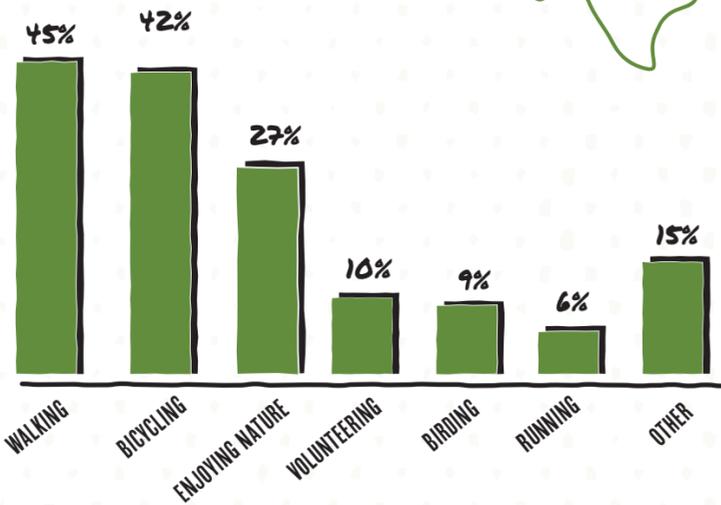
RAILS-TO-TRAILS CONSERVANCY PRESENTS

CELEBRATE TRAILS DAY

APRIL 22, 2023

BY THE NUMBERS

"I LOVE HOW THE TRAILS ARE CONNECTED MORE TO EACH OTHER NOW AND I CAN RIDE MY BIKE FARTHER JUST ON TRAILS. BEING OFF ROADS IS GREAT, SEEING OTHERS ENJOYING THE TRAILS IS WONDERFUL."
- PARTICIPANT, LEWISTON, NY



HOW DID PARTICIPANTS CELEBRATE TRAILS?

IMPACT OF CELEBRATE TRAILS DAY

"ON CELEBRATE TRAILS DAY WE DREW A CROWD OF ABOUT 150 PEOPLE TO PUSH FOR THE DEVELOPMENT OF THE [PROPOSED] TRAIL. IT WAS VERY REWARDING TO SEE SO MANY PEOPLE ENJOYING THE TRAIL WHICH [WE] HAVE WORKED SO HARD TO CREATE."
- PARTNER, KENILWORTH, NJ

1.3 MILLION ACTIVE MINUTES FROM PARTICIPANTS IN 2023*

96 MINUTES AVERAGE TIME SPENT ACTIVE ON TRAILS (VS. 76 MINUTES ON A TYPICAL DAY)*



83% OF PARTICIPANTS SPENT MORE THAN 30 MINUTES ACTIVE ON THE TRAIL*



61% OF PARTICIPANTS SPENT MORE THAN 60 MINUTES ACTIVE ON THE TRAIL*



67% INDICATED THEY CHOSE TO SWAP A CAR TRIP FOR ACTIVE TRANSPORTATION ON CELEBRATE TRAILS DAY AND AT OTHER TIMES IN THEIR DAY-TO-DAY ROUTINES

THE BENEFITS OF TRAILS

"TRAILS ARE SAFE SO I CAN ENJOY MY RUN WITHOUT WORRYING ABOUT TRAFFIC. THERE ARE LOTS OF OPPORTUNITIES TO SEE WILDLIFE AND NATURAL BEAUTY"
- PARTICIPANT, INDIANAPOLIS, IN

94% SAY THAT TRAILS REDUCE THEIR STRESS LEVELS

79% SAY THEY GO TO TRAILS TO BE PHYSICALLY ACTIVE

54% REPORT GETTING OUT ON TRAILS WEEKLY



54% REPORT BEING ACTIVE AT LEAST FIVE DAYS A WEEK

"TRAILS IMPACT MY LIFE IN A WAY THAT PROMOTES HEALTH AND WELL-BEING. I HAVE GENERAL ANXIETY AND OFTEN STRESS. I BELIEVE WALKING THE TRAILS AND GETTING OUTDOORS HAS HELPED SIGNIFICANTLY."
- PARTICIPANT, HANCOCK, MAINE.



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*Active minutes were calculated using the total number of reported participants in Celebrate Trails Day, and the average time reported spent on trails on Celebrate Trails Day from 1,360 responses to a survey fielded in SurveyMonkey between April 22 and April 30, 2023. Survey results for Celebrate Trails Day represent 1,747 responses gathered via SurveyMonkey between April 22 to April 30, 2023. The U.S. Centers for Disease Control and Prevention recommends that adults get at least 150 minutes a week of moderate physical activity.