



Celebrate
Trails
Day

powered by rails to trails conservancy

**Save the Date:
Saturday, April 27**

It's more than a day outside...

Technical Support

In the event you run into technical difficulties, here's how to troubleshoot:

1. Log out and back into the webinar
2. Listen by phone: +1 301 715 8592 & Webinar ID: 820 3686 4817
3. Browse Zoom Customer Support topics & contact Customer Support: <https://support.zoom.us>

More than a day outside ...

- It's joy and impact.
- It's a moment to invite people to experience our work + the potential of a nation connected by trails
- It's the platform to launch an inclusive rallying-cry to move this work forward



Photo of Celebrate Trails Day event in Exton, PA, taken by Mark Yanigasawa

The Opportunity

Trail User → Trail Supporter → Advocate → Evangelist

- **Creating new connections** – within and between communities
- **Infusing advocacy** in new ways – funding, engaging elected leaders
- **Highlighting infrastructure** – connected networks, gap-filling
- **Showcasing stories** that illustrate the many ways trails help people and places thrive

Celebrate Trails Day Impact

Since 2013...

- Tens of thousands of participants
- across the country Hundreds of Partners
- ~870 events planned

In 2023...

**1.3 MILLION
ACTIVE MINUTES**

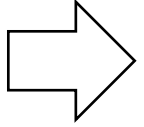
FROM PARTICIPANTS IN 2023*



Photo of Celebrate Trails Day event in Exton, PA, taken by Mark Yanigasawa



Celebrate Trails Day Goal



Celebrate Trails Day encourages people nationwide to get outside and celebrate the trails in their communities, demonstrating the value and impact of trails.

Metrics: We want this Celebrate Trails Day to be the biggest + best yet. *What we're tracking to show how we're maximizing the moment:*



- Participation: Increased connections...
 - Between people + their local trails
 - Between people and you, the organizations powering trails



- Wellness benefits: Active minutes outside + other #s captured impact survey, in partnership with CDC in the past



FAQs



Photo of Celebrate Trails Day event in Arlington, VA

- *How is it celebrated and when?*
- *How can my organization get involved?*
- *What resources are available?*
- *What's the timeline?*
- *What's happening on April 27?*

Ways to Engage as a Partner



- Get the word out + plan an event using the toolkit



- Sign up to become a Partner + Submit...
 - Your events: trail cleanups, ribbon-cuttings, rides, etc.



- Stay tuned + Share:
 - We'll be elevating stories + resources March through April



- Celebrate Trails on April 27!
 - We'll be amplifying you and people nationwide – use #CelebrateTrails and tag @RailsToTrails to be re-shared



33 likes

merchantvillenj The ponies have arrived!! 🐾🚲



Liked by athenatheoutsider and 452 others
ertnorfolk So excited that our partner @hundstyle is generously offering free hydro bike demos followed by rentals on the Sentara loop for Trail Celebration Day! From 11-1pm, try out one of these awesome super safe and fun hydro bikes for 20 minutes. Normal rental procedures will follow.



20 likes
darkecoparks It was a busy day at the Parks! We had bird/nature walks, bike rides, installed bike lights, spring open house and made flower art! Thanks to all who stopped by and enjoyed the fantastic weather with us! Happy Earth Day & #CelebrateTrails Day



View insights Boost post
Liked by hikingwithshawn, sustainwisconsin and 221 others
railstotrails Our team was lucky enough to #CelebrateTrails at 2 events in the Garden State today!



View insights Boost post
Liked by hikingwithshawn, fb4kmn and 210 others
railstotrails The celebration continues in Pittsburgh!



55 likes
trentoncyclng Would you see this trail access as inviting and safe? Let's work to fix this! Join us Saturday from 9am-noon at Sherman and Cortland. #celebratetrails



Liked by geneseevalleygreenway, nyscanalcorp and 66 others
parkstrailsny Huge shout out to all the volunteers who are out cleaning up the trail today for Canal Clean Sweep!



20 likes
bhc_inc What a great day we had to #celebratetrailsday on the Blackstone River Greenway in Blackstone, MA, and the Blackstone River Bikeway in Lincoln, RI.

Supporting Your Celebrations



Photo of Celebrate Trails Day event in Pittsburgh PA, courtesy of Robin Williams

RailsToTrails.org/CelebrateTrails



Tour Time >>
RailsToTrails.Org/CelebrateTrails

RailsToTrails.Org/CelebrateTrails



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Celebrate Trails Day

Save the date for April 27, 2024

[VIEW CELEBRATE TRAILS DAY IMPACT](#)

Photo by Robin Woods

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Save the Date: April 27, 2024

QuickTime Player



Supporting Your Celebrations



darkecoparks • Following



cedarvalleytrails
Black Hawk County, Iowa [View profile](#)



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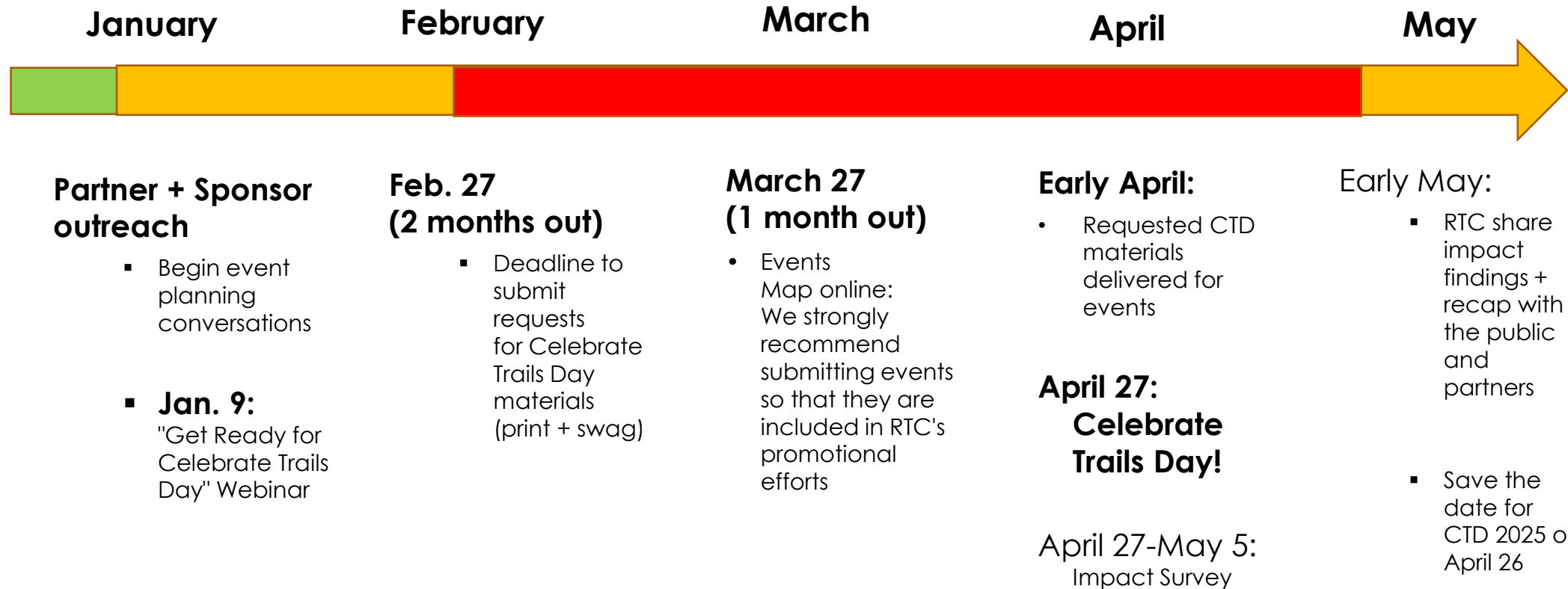


Event Planning Tips



- Event types: Try something new or go with something tried-and-true
- Double-check that you have any permits, reservations, and/or coverage you may need for your event
- Consider first aid + an inclement weather plan
- Think about partnering with other groups on an event (including businesses!)
- Make it free—RTC gives promotional preference to free events!
- Get the word out about your event – early and often – using the resources in the toolkit
- Follow public health + safety guidance and #RecreateResponsibly

Celebrate Trails Day: Timing



Recap



Photo of Celebrate Trails Day event in Columbus, OH

- Celebrate Trails Day (#CelebrateTrails) = 4th Saturday of April: April 27
- Theme: More than a day outside.
- YOU can help make Celebrate Trails Day the party of the year by getting the word out + planning events and encouraging trail use
- RTC has tools and resources (be sure to request materials!) to help you RTC will be collecting participation info to demonstrate value of trails.
- Website = most up-to-date resource for all things Celebrate Trails Day

Questions

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