



# YEAR OF THE RAIL

◀ 2023 ★ NC ▶

FROM THE EVERYDAY TO THE EPIC



# NORTH CAROLINA IS



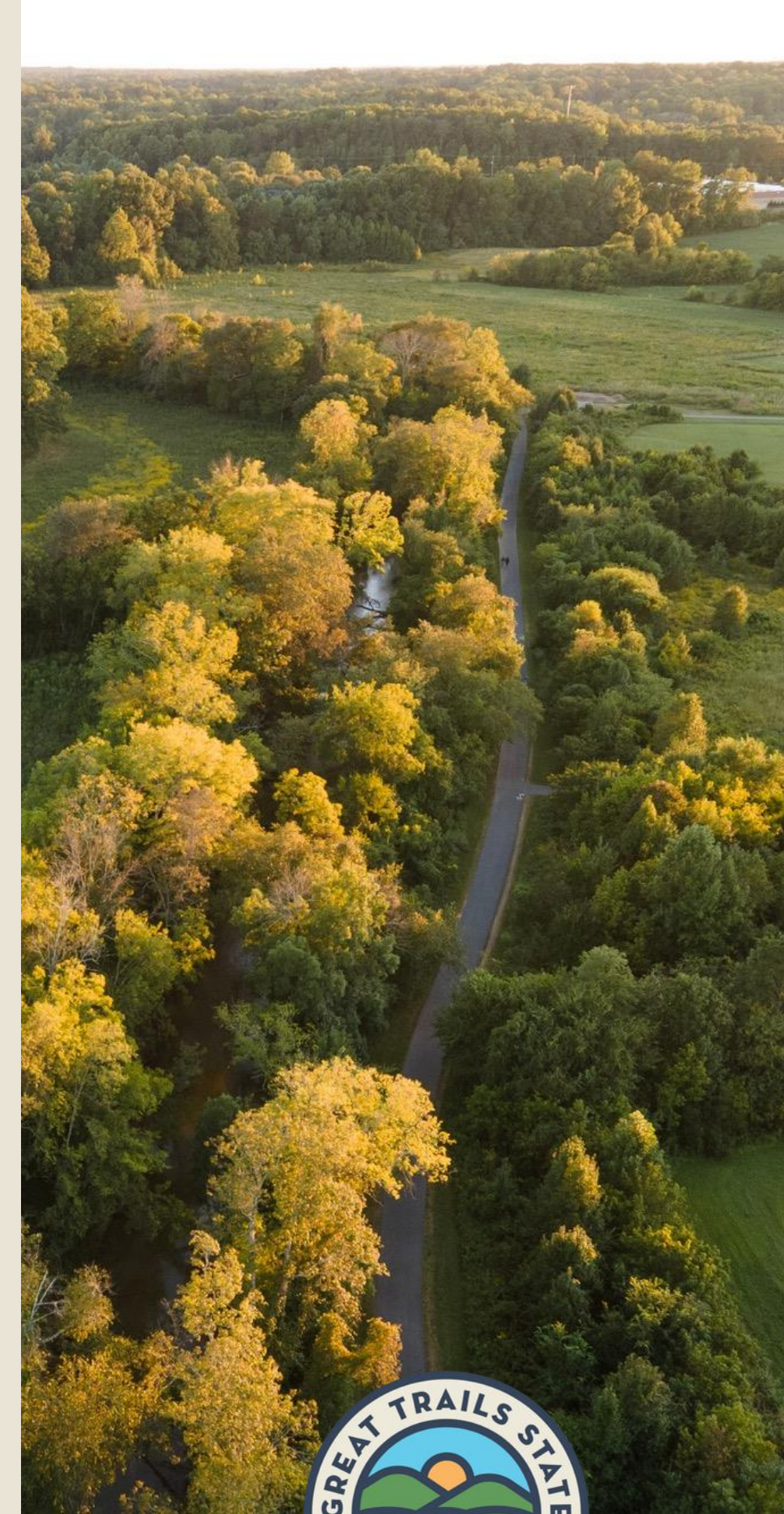


# YEAR OF THE TRAIL IS BIG NEWS FOR NORTH CAROLINA!

## Highlights:

- Host events in all 100 counties
- Inspire people of all ages, abilities and backgrounds to try trails
- Create new trail users
- Boost outdoor recreation tourism across the state
- Promote safe and responsible use of trails
- Share tool kits with local communities

**Year of the Trail** is an initiative of the  
**Great Trails State Coalition.**



# THE GREAT TRAILS STATE COALITION



Image by Piedmont Fat Tire Society



Image by Piedmont Legacy Trails



Image by NC State Parks



Image by NCDOT

## WHO WE ARE

- A broad, diverse coalition committed to bringing the benefits of trails to all of North Carolina – nonprofits/local government/industry partners
- All trail types: Hike / Bike / Walk / Run / Paddle / Ride
- All 100 Counties
- State agency partners





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Please contact Palmer McIntyre  
[PMcIntyre@piedmontland.org](mailto:PMcIntyre@piedmontland.org) for  
latest revisions.

# THE BIG BOLD VISION

- Secure sustained state funding for trails
- Brand North Carolina as “The Great Trails State”

## WHY

- Historically, NC has had very little direct state investment in trails and greenways





# WHY TRAILS

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- Free to users
- Improved health and well being
- Create positive economic impact, especially for rural communities
- Safety from vehicular traffic
- Protect valuable natural resources



HIKE • WALK • RUN • RIDE • PADDLE  
The Year of the Trail celebrates trails all across  
North Carolina.





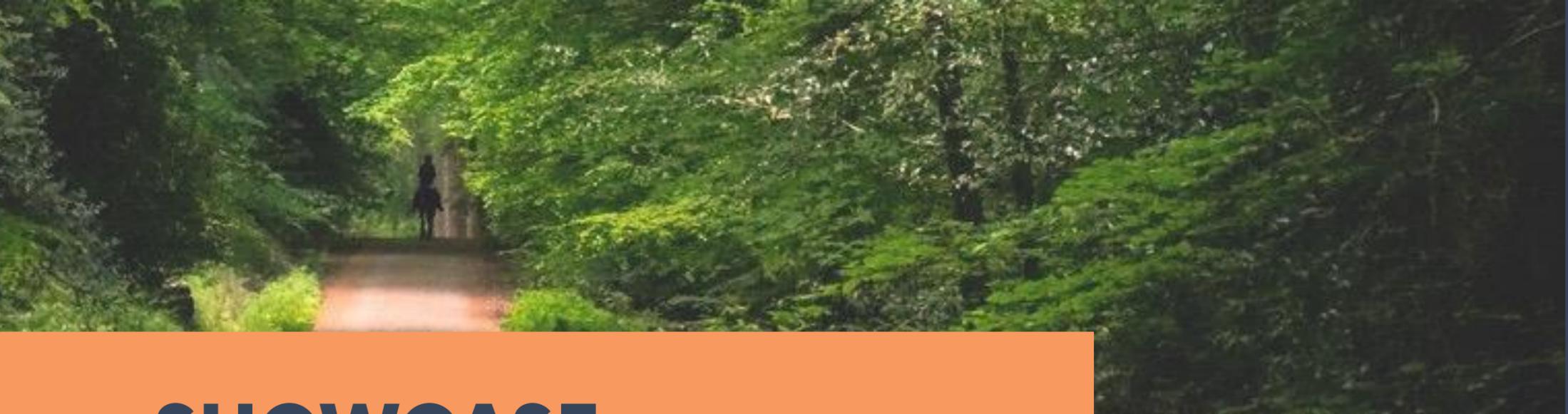
# RESOURCES

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- Local tool kits for communities with Year of the Trail assets
- Website/Social media
- Outdoor advertising, radio, print media
- Merchandise
- PBS NC Partnership – 30 minute documentary titled “Ten to Try” and 10 short trail profiles





**SHOWCASE  
YOUR COMMUNITY'S  
TRAILS IN 2023**





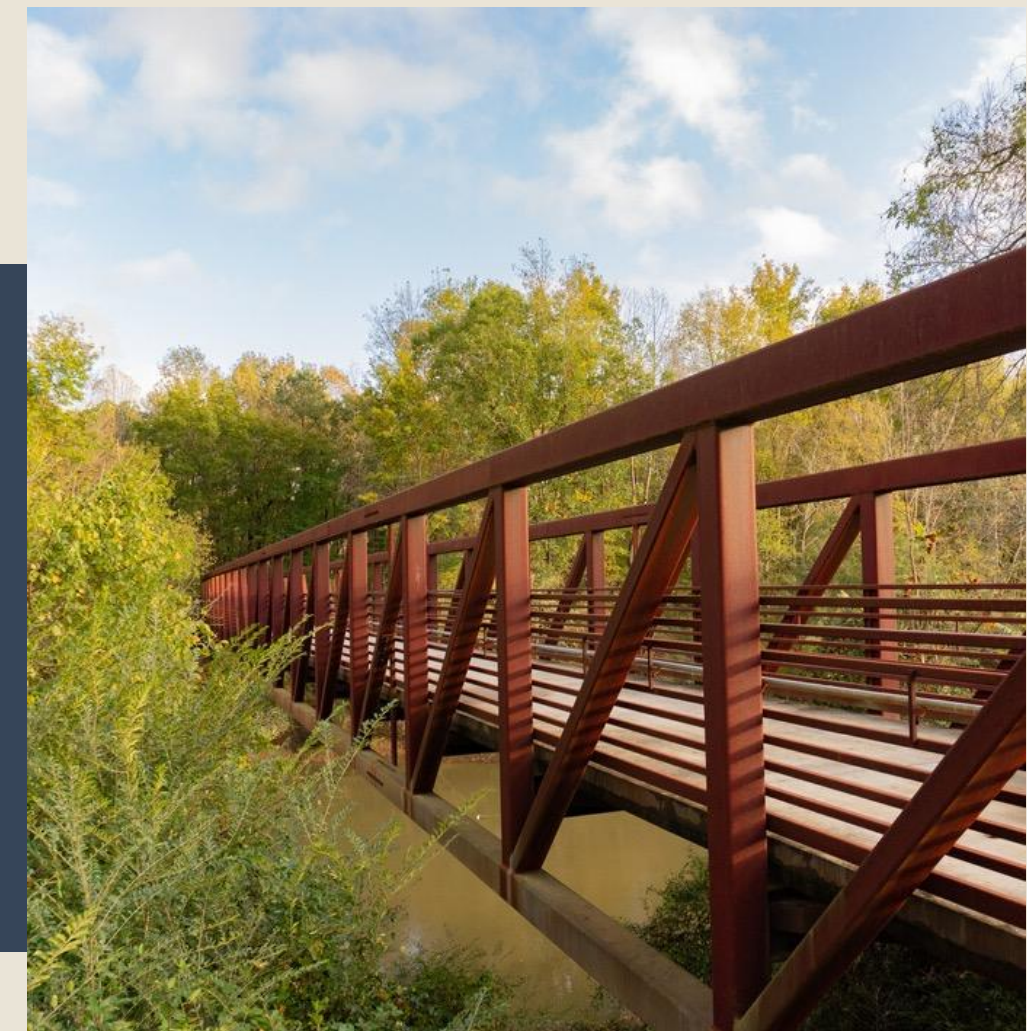
# Get your Town on Board



**CHECK OUT THE  
TOOLKIT**



**APPOINT A  
PLANNING TEAM**



**PLAN EVENTS AND  
TELL EVERYONE**

**Go to  
[www.greattrailsnc.com](http://www.greattrailsnc.com)**

# MARK YOUR CALENDAR.

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## ARE YOU READY?

IMAGE BY NC STATE PARKS



# 2023 YEAR OF THE TRAIL

Connect With Us



TIK TOK



FACEBOOK



INSTAGRAM





# GET IN TOUCH

[www.greattrailsnc.com](http://www.greattrailsnc.com)

*Under construction – temporary site:*

[www.yearofthetrailnc.org](http://www.yearofthetrailnc.org)

EMAIL ADDRESS

[info@greattrailsnc.com](mailto:info@greattrailsnc.com)



THANK YOU

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