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every step of the way

Style Guide and Talking Points

American Hiking Society's 18th Annual National Trails Day®, June 5, 2010



National Trails Day® (NTD): A registered trademark of American Hiking Society, NTD is the largest and *only* nationwide trails and outdoor celebration designed to promote healthy lifestyles, connect the general public with trails in their communities and build partnerships to protect trails. Through National Trails Day, American Hiking Society introduces people to a wide array of trail activities such as hiking, biking, paddling, horseback riding, trail running, and bird watching. Held every first Saturday of June, National Trails Day brings together people who enjoy trails and the outdoors to participate in trail work projects, educational workshops, trail dedication ceremonies and gear demonstrations. Created in 1993, National Trails Day has gained support from national corporate sponsors and Federal agency partners. Recreationists, beginner and novice outdoor enthusiasts, trail users and conservationists alike take part in the 1,500 plus events held in all 50 states, Puerto Rico, and the U.S. Virgin Islands every year.

- ◆ National Trails Day is a registered trademark of American Hiking Society
- ◆ The registered trademark symbol ® **must** be used after the first reference of “National Trails Day” in every document
- ◆ The registered trademark symbol is in superscript font. Type parenthesis R parenthesis like this-- (r). Hit enter. The “R” with a circle will appear. Highlight the ® and right click with you mouse. Select Font. Choose the Font tab and check the box that says Superscript. Your symbol should look like this—®
- ◆ The official verbiage is “American Hiking Society’s National Trails Day®”
- ◆ At minimum, one reference in every document **must** use the official verbiage “American Hiking Society’s National Trails Day®”
- ◆ We strongly encourage you to use the National Trails Day® logo in all materials. The 2010 logo may be obtained by contacting Heather Sable, hsable@AmericanHiking.org or on our website at www.AmericanHiking.org
- ◆ Please reference NTD’s 2010 sponsors, supporters and federal partners when possible: Sponsors: Nature Valley, Intermap, Fetzner, The North Face, Merrell, Columbia, and *Backpacker* Magazine. NTD Supporters: YMCA of the USA, REI, and American Park Network. Federal Partners: USDA Forest Service, Bureau of Land Management, U.S. Fish & Wildlife Service, National Park Service and U.S. Department of Transportation Federal Highways Administration
- ◆ American Hiking Society’s Mission Statement: Since it’s founding in 1976, American Hiking Society has been the only national voice for hikers– dedicated to promoting and protecting America’s hiking trails, their surrounding natural areas and the hiking experience. We represent millions of hikers committed to protecting beautiful places to hike and who believe that the preservation of hiking trails and their surrounding environment is an important and a worthwhile legacy for future generations

For additional questions, contact Heather Sable, hsable@AmericanHiking.org or call 800-972-8608.

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