

## Conservation by Engagement along the Appalachian Trail

The Appalachian Trail Conservancy is launching a new campaign to better engage people locally, nationally and globally in the Appalachian Trail. Its purpose is to conserve and maintain the 2,175-mile Appalachian Trail to the highest standards, employing best practices in land and natural resource conservation, trail maintenance, education and interpretation, and volunteer development.

### ATCONSERVATION

**Anchor East Coast conservation: Monitor, protect and maintain the Trail.**

- ATC, working with national, regional and local conservation partners, will identify and protect priority tracts along the Trail corridor.
- In November 2006, ATC will convene notable scientists, natural resource managers, educators, and potential sponsors to establish the Trail as a barometer for measuring the environmental health of the Eastern United States.

### ATCAUSES

**Protect the Trail from global, national and local threats.**

- Cultivate a team of citizen activists to educate federal and state legislators, and to increase monitoring of budgetary, legislative, and regulatory developments.
- Create a toolkit of model ordinances that communities can adopt and use to protect the Trail.
- Develop a Trail Ambassadors program to represent and inform ATC concerning local and state conservation and planning issues.

### ATCITIZENS

**Become the nation's number one volunteer opportunity.**

- Double the number of volunteers from 5,500 to 11,000 by 2011.
- Engage, train and equip volunteers to serve as trail maintainers, citizen scientists, educators, and interpreters.

### ATCOMMUNITIES

**Establish the Trail as a leading resource for community engagement and fitness.**

- Create and launch a "Trail Town USA" certification program.
- Hold community forums about compatible land-use planning in 287 Trailside communities.
- Initiate the "Five Million Step Club" - a virtual hiking experience.

### ATCLASSROOM

**Become the "outdoor Smithsonian" for students of all ages.**

- Reach 10,000 kindergarten through college level students through service learning, outdoor curricula, and Trail-based experiences.
- Engage 1,000 college and university students in environmental monitoring projects.
- Supply all libraries within 100 miles of the Trail with ATC information resources.

Please consider joining, partnering, or volunteering with the Appalachian Trail.