

BC TRAILS DAY

SATURDAY, JUNE 5TH, 2021



IMAGE CREDIT:
PEMBERTON VALLEY TRAIL ASSOCIATION &
PEMBERTON OFF-ROAD CYCLING ASSOCIATION



THE INAUGURAL BC TRAILS DAY

The outdoors have proven to be an invaluable resource to British Columbians during the pandemic. To help give back to the trails and outdoor spaces that we love, the Outdoor Recreation Council of BC launched the inaugural BC Trails Day on Saturday, June 5, 2021.

36

*events hosted
across BC*

\$3,015

*raised in our 'Bucks for
BC Trails' fundraiser*

TOGETHER APART

While COVID-19 public health measures and gathering restrictions posed a challenge for all BC Trails Day organizers and supporters in 2021, they met the challenge with creative solutions and support from the ORCBC.

BC TRAILS DAY MICRO-GRANT PROGRAM

To kick start the first BC Trails Day, the ORCBC offered a limited number of small grants of up to \$500 to help outdoor groups organize BC Trails Day events in their community. The micro-grants supported 16 groups across BC.



IMAGE CREDIT:
LENA KANG

"After we've all experienced just how much we need trails and access to quality green spaces during the last year, BC Trails Day is about giving back to our community trails and bringing attention to how essential they are."

LOUISE PEDERSEN, ORCBC EXECUTIVE DIRECTOR



IMAGE CREDIT:
LOGAN LAKE ATV CLUB

#BCTRILSDAY

The BC Trails Day social media campaign encouraged British Columbians to share their celebrations on social media using the #BCTrails Day hashtag. Across the province, participants connected virtually and shared their advocacy of trails with their own online communities.

132

mentions on
Instagram

59

mentions on
Facebook

19

mentions on
Twitter

SOCIAL MEDIA CONTEST

With the support of our prize partners, the ORCBC launched a social media contest to inspire individuals to get out and connect with trails for BC Trails day. To enter, folks posted an photo to social media showing how they celebrated BC Trails day with the hashtag #BCTrailsDay. 3 winners took home prizes generously donated by Valhalla Pure Outfitters, Patagonia Vancouver and Fjällräven Vancouver.

PRIZE #1 



PRIZE #2 

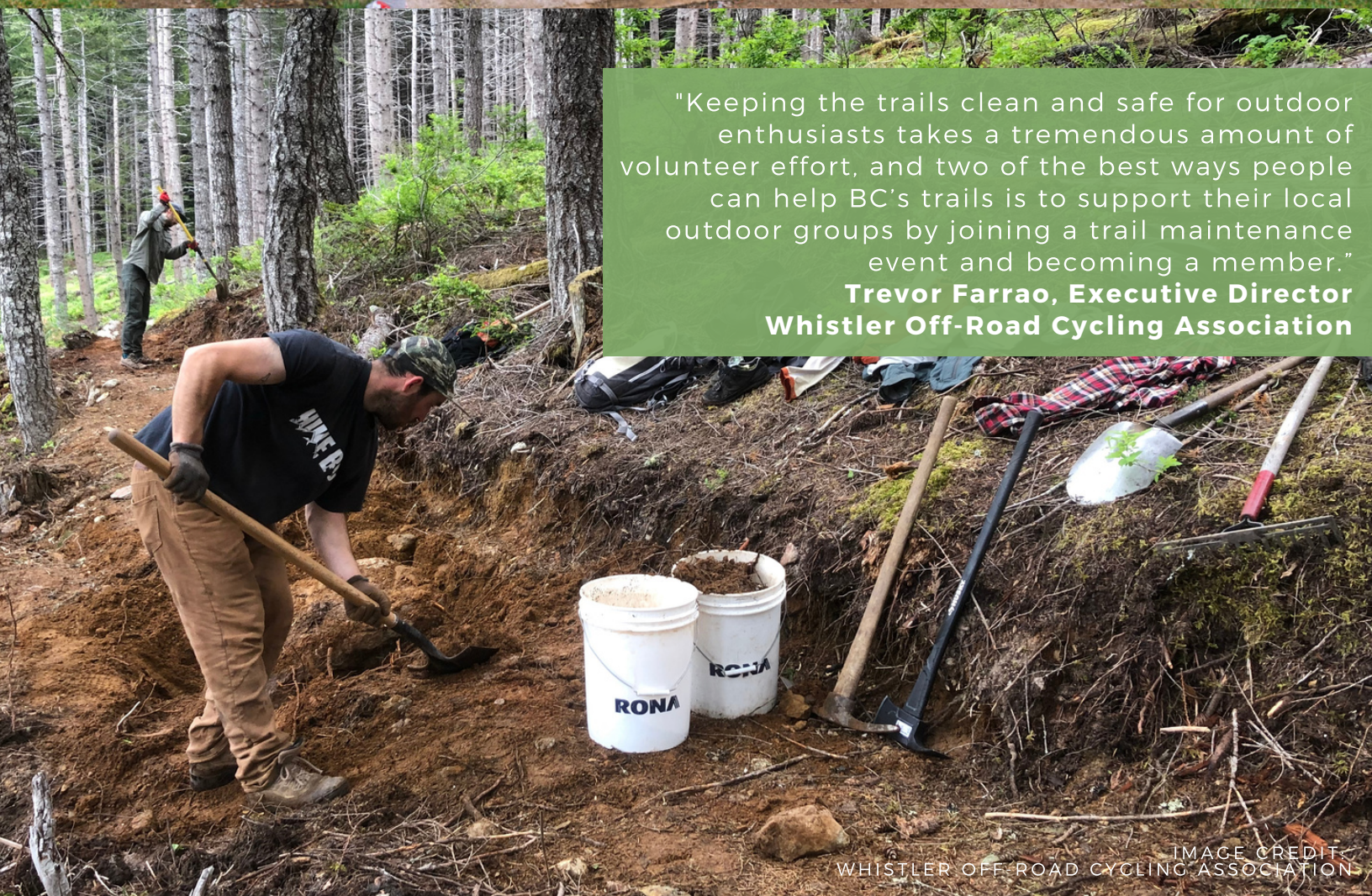


PRIZE #3 





IMAGE CREDIT:
COLOUR THE TRAILS PHOTOGRAPHY



"Keeping the trails clean and safe for outdoor enthusiasts takes a tremendous amount of volunteer effort, and two of the best ways people can help BC's trails is to support their local outdoor groups by joining a trail maintenance event and becoming a member."

**Trevor Farrao, Executive Director
Whistler Off-Road Cycling Association**

IMAGE CREDIT:
WHISTLER OFF-ROAD CYCLING ASSOCIATION

BC TRAILS DAY IN THE NEWS

Inaugural BC Trails Day celebrates the volunteers who upkeep BC's trails system

GLOBAL NEWS

First ever BC Trails Day

CBC ON THE COAST

Island mountain biking group looking for volunteers for BC Trail Day

CTV NEWS

British Columbians set to celebrate first-ever BC Trails Day

VANCOUVER IS AWESOME

Celebrate BC Trails Day

PIQUE NEWS MAGAZINE

Saturday is the inaugural BC Trails Day

RADIO NL KAMLOOPS

Garbage cleared from mountain bike trails in Nanaimo on B.C. Trails Day

NANAIMO NEWS BULLETIN

Grand Forks Community Trails Society puts up signage, fencing at dam site

GRAND FORKS GAZETTE

Outdoor club cleans, repairs Chilliwack trail neglected for two winters

THE CHILLIWACK PROGRESS

British Columbians set to celebrate first-ever BC Trails Day

COAST REPORTER

Show local trails some love on June 5, BC Trails Day

REVELSTOKE REVIEW

Province launches first ever BC Trails Day

CKPG TODAY

Trails Day is this Saturday

MERRITT HERALD

First ever B.C. Trails Day on June 5

INFONEWS

Show local trails some love on June 5, BC Trails Day

SALMON ARM OBSERVER

Celebrate first ever BC Trails Day Saturday

ENERGETIC CITY

British Columbians set to celebrate first-ever BC Trails Day

ALASKA HIGHWAY NEWS

Grand Forks joins in for the first BC Trails Day

THE BOUNDARY SENTINEL

Saturday marks the first BC Trails Day

DAWSON CREEK MIRROR



"The importance of trails to First Nations, communities, private companies and the citizens of BC cannot be overstated. From mental and physical fitness to commercial business and from community improvement to cultural heritage lessons, trails are so much more than just a ribbon of single track in the dirt."

**Tennessee Trent, Provincial Trails Manager
Recreation Sites and Trails BC**

IMAGE CREDIT:
BACK COUNTRY HORSEMEN OF BC
CENTRAL VANCOUVER ISLAND



IMAGE CREDIT:
DANIEL SMITH, SOUTH ISLAND
MOUNTAIN BIKE SOCIETY

THANK YOU

THANK YOU TO
OUR SPONSORS,
PARTNERS & BC
TRAILS DAY
EVENT HOSTS



IMAGE CREDIT:
WHISTLER OFF-ROAD CYCLING ASSOCIATION

2021 BC TRAILS DAY SPONSORS



**TD Friends of the
Environment Foundation**

AND



2021 BC TRAILS DAY PARTNERS



Recreation Sites
and Trails **BC**



BC Parks

WWW.ORCBC.CA/BCTRILSDAY