**For Immediate Release**

**Media Contact:**[Name]  
[Title]   
[Agency / Organization]  
[Phone]  
[email]

Your Logo

[Website]

**[City/County] to Open Kid- and Family-friendly TRACK Trail**

**[City, OR, Date of Release] –** The [City/County Park Department Name] is pleased to announce the grand opening of a new kid- and family-friendly trail at [Name of Park/Site] on [Date] at [time]. Created through a partnership formed with Oregon Parks Forever and Kids in Parks, the new educational TRACK Trail offers visitors a series of educational activities designed to engage kids and families with the site’s natural resources.

TRACK Trails are a type of environmental scavenger hunt for young children and their families to get unplugged and active outdoors. At the trailhead, families will find a series of self-guided brochures and smartphone activities designed to turn an ordinary hike into a fun-filled, discovery-packed adventure, helping kids learn about topics such as [insert topics of your brochures here: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. For example: flowers, dragonflies, ferns, and birds].

Kids who participate in the program can register their TRACK Trail adventures at [www.KidsInParks.com](http://www.KidsInParks.com) to earn a series of prizes designed to make their next outdoor adventure even more fun and meaningful. With their first hike, kids will earn a Passport Booklet, custom sticker from the trail they visited, and a collectible prize card. In addition, kids can keep an online dashboard to track all of their outdoor adventures, earn badges, log miles walked, and more.

"[Insert a quote from person at the City/County site … For example, “We believe all children should have access to nature and fun places to recreate outdoors.”,]]” said [Name], [Title] for the [City/County Park Department Name]. “Quote continues... (example," We look forward to watching children’s eyes light up when they discover a \_\_\_\_\_\_\_ along the trail.”)].

With this new TRACK Trail, [City/County Park Department Name] is joining a network of more than 325 TRACK Trail sites in 18 states and Washington, D.C. Collectively, these sites are working across state and agency boundaries to create a national network of trails that get kids excited about spending time in nature. Over the past decade, kids have completed more than 1-million adventures have on TRACK Trails.

“TRACK Trails are more than just hikes. We carefully design each one to spark the joy of outdoor exploration in kids,” said Adam Roades, director of Kids in Parks. “Our goal is to help families fall in love with parks and public lands so they understand the value of protecting amazing places like [Name of Park/Site] for generations to come.”

[Name of Park/Site] joins more than 30 other TRACK Trail locations throughout Oregon, including trail sites established in Portland, Salem, Estacada, Dallas, LaGrande, Newport, and more.

Oregon Parks Forever provided the funding for the expansion of the TRACK Trail network across the state; and the organization has set a goal of installing at least 50 TRACK Trails within the next few years. During the first week of June 2025, more than 10 new TRACK Trails will open throughout the state.

“We are very excited to arrange funding for the growing network of TRACK Trail locations in Oregon,” said Seth Miller, executive director of Oregon Parks Forever. “Our mission is to enhance the experience and accessibility of Oregon’s Parks & Forests, and this is an important project for us.”

To learn more about TRACK Trails visit [www.kidsinparks.com](http://www.kidsinparks.com)

To learn more about Oregon Parks Forever visit [www.orparksforever.org](http://www.orparksforever.org)

To learn more about [City/County Park Department Name] visit [website]

**Directions:**

[Directions to park / trailhead location.]

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