

About Kids in Parks and TRACK Trails

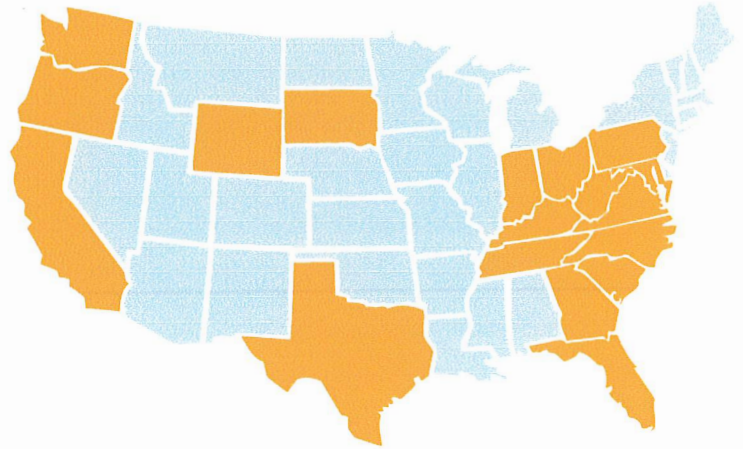


What is Kids in Parks?

Kids in Parks has worked with partners across the country to create a national network of trails that engage kids and families in activities that get them outdoors and connected to nature. Each of the program's TRACK Trails provide visitors with engaging, self-guided activities designed to turn their visit into a fun and exciting adventure.

Families can explore nature by hiking, biking, geocaching, paddling, playing disc golf, and even playing e-Adventures in their own backyard! By TRACKing their adventures, kids create an online journal that allows them to track places visited, log miles completed, see badges earned, and receive prizes in the mail.

300+ Trails Nationwide



Program History

It all began with a vision in 2008 to improve the health of children and the health of parks by making existing trails more attractive and fun for novice users. At that time, the Blue Ridge Parkway Foundation, National Park Service and Blue Cross and Blue Shield of North Carolina Foundation joined together to formally link the health of children to the health of parks by creating a strong network of trails and partners in the communities on and along the Blue Ridge Parkway, establishing Kids in Parks.

TRACK Trail Partners include



and more!



6 in 10

Trail TRACKers are
NEWCOMERS to
the parks they visit

40%

Trail TRACKers visited
for the TRACK Trail

88%

repeat visitors visit
more than one
TRACK Trail location



The regional program was so successful that parks across the country rapidly embraced Kids in Parks TRACK Trails. Today, there are more than 300 TRACK Trails in 18 states, Washington D.C., and the Eastern Band of Cherokee Indians Nation.

As one of the only health related nature programs in the country with data demonstrating results, the program has been endorsed by the American Academy of Pediatrics, recognized by the White House with a "Let's Move! Champion of Change" award, and reviewed favorably as a practice-tested intervention by the Center for Training and Research Translation — a program funded by the Center for Disease Control. Kids in Parks is now supported by a strong partnership of private and public groups investing together for the health of our parks and our children.

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Introduction

Working together with partners throughout the community, the mission of Kids in Parks is to promote children's health and the health of our parks by increasing physical activity and engaging families in outdoor adventures that foster a meaningful connection to the natural and cultural world.

Partners in our TRACK Trails program receive a trailhead kiosk and four self-guided nature adventure brochures, as well as integration into our website at

www.kidsinparks.com.



Our nature adventure brochures are 8.5x14" in a tri-fold format. The back middle panel (pictured right) is the same on each brochure, and directs kids to our website to register for prizes and find other TRACK Trails nearby.