

# ICE AGE TRAIL COMMUNITY



**ONE PATH  
MANY CONNECTIONS**

# WHAT IS AN ICE AGE TRAIL COMMUNITY?

## An Ice Age Trail Community

is a place where Ice Age Trail enthusiasts enjoy healthy walks, visit local businesses and take part in events. These communities work hand-in-hand with the Ice Age Trail Alliance to advance the Ice Age Trail, promote the qualities that make each place unique, and provide pathways to community health and well-being. Together, the Ice Age Trail Alliance and Trail Communities promote the unique qualities that make the Trail, and the community it travels through, a meaningful destination.

## HOW YOUR BUSINESS CAN GET INVOLVED

- Help the Alliance promote your business through discounts for hikers, store events, and special features
- Use the Ice Age Trail Alliance's web page dedicated to your Ice Age Trail Community to promote your business
- Support local Ice Age Trail events and become part of the promotional efforts for these outings, drawing visitors to your business
- Contact the Ice Age Trail Alliance staff or local volunteers for more information on how to leverage this opportunity



## WHAT ARE THE BENEFITS?

- Increased promotion of the community through the Alliance's social media and online presence, reaching upwards of 85,000 followers
- Have direct communication with the 2.3 million annual visitors to the Ice Age Trail
- A customizable, community-focused page hosted on the Alliance's website
- Promote your business during local Ice Age Trail events which host visitors from across the Upper Midwest
- Inclusion in the Ice Age Trail Guidebook, Atlas and Databook
- Opportunities for collaboration and promotion with a cadre of Alliance volunteers and staff
- A robust partnership with the Ice Age Trail Alliance



# THE ICE AGE TRAIL

More than 12,000 years ago, an immense flow of glacial ice sculpted a landscape of remarkable beauty across Wisconsin. As the glacier retreated, it left behind a variety of unique landscape features. These glacial remnants are now considered among the world's finest examples of how continental glaciation sculpts our planet.

The Ice Age National Scenic Trail is a thousand-mile footpath that highlights these landscape features as it travels through some of the state's most beautiful natural areas. The Trail is entirely within Wisconsin and is one of only eleven National Scenic Trails.

But the Ice Age Trail is more than a path through the woods. It is a place for mental and physical rejuvenation, a pathway to visiting the quintessential communities of the state, and a venue to enjoy the landscape of Wisconsin. More than 1 million people use the Ice Age Trail each year to hike and snow-shoe, to backpack, to disconnect and reconnect.



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