



FOR IMMEDIATE RELEASE

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THE LINK Trail Network Provides New Website Resource

A website specific to Lehigh Valley's long list of multi-use trails

Easton, PA (May 30, 2019) — Just in time for National Trails Day on June 1st, THE LINK, Lehigh Valley's interconnected trail network, has launched TheLinkTrails.com – which provides information about individual multi-use trails, their benefits, how to support them as well as upcoming events in the area.

The new website touts a “find your trail” feature which aims to educate unfamiliar trail users on where to start exploring THE LINK or avid trail users who wish to search for a new trail. The news & events section provides a venue for announcements about ribbon cuttings on new trail connections, funding to close trail gaps, and a variety of events from festivals to charity bike rides to marathons. Future additions will include an interactive map with trailheads, bathroom locations, and future connections as well as trip itineraries that use multiple trails and suggest places to eat, shop, and explore along the route.

“We aim to provide a central source of information about multi-use trails in the Lehigh Valley,” said Claire Sadler, Director of Trails & Conservation at Delaware & Lehigh National Heritage Corridor and a partner in THE LINK Trails Coalition. “I’m excited for people of all ages and abilities to learn about these trails and start to use them more. Once we have the support we need, we can close gaps in the network and provide broader opportunities for recreation, transportation, healthy living, and nature education.”

THE LINK brand was unveiled in November 2018 by a regional group of partners working together to promote and connect multi-use trails. THE LINK Trail Network offers over 125 miles of trails with plans to add 100 additional miles in the future. THE LINK connects people to communities, nature, jobs, heritage, and culture – from the urban areas of Allentown, Bethlehem, and Easton to suburban and rural landscapes across 62 municipalities in Lehigh and Northampton Counties.

THE LINK coalition of partners includes Delaware & Lehigh National Heritage Corridor, Wildlands Conservancy, Lehigh Valley Planning Commission, Discover Lehigh Valley, Northampton County, Lehigh

County, Pennsylvania Department of Conservation and Natural Resources, and Pennsylvania Department of Transportation all supported by the broader Lehigh Valley Greenways Partnership.

Growth of The LINK Trail Network will increase quality of life, generate economic growth, protect the environment, and improve population health as the region continues to change in the coming years. In turn, the partners are optimistic about the local community, health and business sector support of this initiative. Visit TheLinkTrails.com and connect with THE LINK Trails on Facebook and Instagram to learn more.

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ABOUT THE DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR

The Delaware & Lehigh National Heritage Corridor is a 501(c)3 non-profit organization that preserves the historic pathway that carried coal and iron from Wilkes-Barre to Bristol Borough. Today, the D&L Trail connects people to nature and the environment, industrial heritage, health and wellness, and economic development.