



## Creating Opportunities Along the Nation's Trails

425 West Pittsburgh Street | Greensburg, PA 15601 | (724) 216-9160 | [www.trailtowns.org](http://www.trailtowns.org) | [www.progressfund.org](http://www.progressfund.org)

### For Immediate Release

#### **Businesses and Community Members Invited to Regional Trail Town Program® Workshops**

Greensburg, PA - October 16, 2015 - The Trail Town Program® is happy to announce our fall Trail Town Workshops. There will be two workshops held over two weeks covering various topics. Business owners and community members in the Trail Towns are invited to participate in these events.

#### **Monday, November 9<sup>th</sup> – Crawford Center, Emlenton, PA - FREE**

*Trip Planning and Marketing – 1:30 – 4:30pm*

Registration will begin at 1pm. This workshop will feature speakers from, Venture Outdoors, Wilderness Voyagers, Allegheny Outfitters, and PA's Great Outdoors Visitor Bureau. The panel will be discussing ways to work with local recreational outfitters to create day trips in your town and along your trail. The panelist will then assist in an activity helping you create your own trips unique to your town. Following the activity there will be a networking hour with light refreshments from 3:30 – 4:30pm.

#### **Monday, November 16<sup>th</sup> – Laurel Highlands Falls Area Visitor Center, Ohiopyle, PA - \$5**

*Bikes, Kayaks, and More and Running a Sustainable Business – 11am – 3:30pm*

Registration will begin at 10:30am. This workshop will be broken into two parts. Our morning panel will include speakers from Northeast Paddleboard Co., Wilderness Voyageurs, Golden Triangle Bike Rentals, and more discussing ways to work with local and regional outfitters, bicycle shops, and cross promoting. Following a provided lunch our afternoon panel will feature speakers from the USDA Rural Development, Savage River Lodge, and Center for Green Industries and Sustainable Business Growth to discuss sustainability - how to market it, how to find money for it, and success stories from a sustainable business. Following our last panel we invite you to join us for a happy hour at Falls City Pub from 2:30 – 3:30pm. One Drink token will be provided.

Please RSVP to Courtney Mahronich at 724-216-9160 Ext. 316 or [cmahronich@progressfund.org](mailto:cmahronich@progressfund.org) no later than November 2, 2015. You can also RSVP on the Facebook events page for [November 9<sup>th</sup>](#) or [November 16<sup>th</sup>](#).