



# **GREAT CANADIAN HIKE**

*step out there.*

## How will Trail groups be involved in the Great Canadian Hike?

The Great Canadian Hike is being organized by Trans Canada Trail but we are asking certain Trail groups, whose sections have been identified as Signature Hikes, to complete a short questionnaire with important Trail information.

## What is the Great Canadian Hike?

The Great Canadian Hike will be the longest coordinated hike in Canadian history on The Great Trail of Canada, which spans 13 provinces and territories. We're challenging Canadians to get outside and collectively hike the length of The Great Trail. That's 27,000 kilometres, in 31 days! The challenge will run from October 1 to 31, 2020.

## How does it work?

Individuals will be directed to the Great Canadian Hike microsite to:

1. *Find their hike:* Find a Trail section close to them, choose a date, a start time, and commit to hike (or walk, jog, cycle or paddle, a number of kilometres).
2. *Register their hike:* Once an individual has selected one (or more dates/trails), they can register for **free** and set their personal goal for kilometres to cover.
3. *Share their hike:* Individuals are encouraged to create a team and invite up to 5 team members to join their hike. Photo and video sharing of their outing on social media is encouraged, by using the hashtag #GreatCanadianHike.

## What is a Signature Hike?

A Signature Hike is a Trail section that people can register to hike on in advance using the Great Canadian Hike microsite. This will help to manage/limit the number of people using a Trail section at a given time, and will therefore help to encourage physical distancing. Signature Hikes will also help to promote the Great Canadian Hike via our microsite, social media and in the

media. We are aiming to feature around 100 Signature Hikes.

## Will individuals only be able to register for trails identified as Signature Hikes?

All Trail sections will be identified by name on the Great Canadian Hike microsite, however, Signature Hikes will have enhanced visual and written content. Individuals can register to participate on any Trail section close to them.

## Will cycling, paddling, etc. be part of the Great Canadian Hike?

Since this is the first challenge of this nature that we have organized, the Great Canadian Hike's primary messaging will focus on hiking and walking experiences, as it is easily accessible for all ages, as well as in terms of location (urban and rural trails that are easy to get to). However, we actively encourage people who want to bike, paddle, horseback ride or engage in any other form of active transportation to join in too! If some Signature Hikes have accessible infrastructure in place, this will be indicated on the microsite.

## How do I benefit from my Trail section being one of the Signature Hikes?

There are many benefits! Here are just a few:

- Increased visibility through potential mentions in the media, on our website, in our newsletter and on social media Increase in the number of people enjoying and learning about your Trail section
- The chance to showcase your Trail section in our ongoing conversations with all levels of government about the role that trails can play in Canada's post-pandemic recovery
- One entry into a prize draw for a pair of boots or shoes from KEEN Footwear. One draw will take place for each province and territory, giving your group a higher chance of winning!



## What information do I need to provide?

In order to have your Trail section listed as a Signature Hike, you will need to submit the following information through the [online questionnaire](#):

- A photo of the parking area/trailhead
- 3-5 photos of the scenery along that section of Trail (e.g. attractions, viewpoints, bridges, landscapes, etc.)
- Either a written description about that Trail section/hike (in bullet points, if preferred) OR a short video that describes the Trail section/hike (it doesn't have to be fancy! A one-minute video filmed on your smartphone is great)
- Trail type (paved, gravel, single-track, double-track)
- Trail classification:
  - Easy – may include some paved or gravel double-track sections and inclines
  - Moderate – gravel and single track trails with some steeper inclines
  - Strenuous – steep inclines, slippery, rocks and challenging off-road terrain

## Will I/staff/volunteers be required to be present/onsite on days of the hike?

No, we are very clear to the public that this is an unsupported challenge. Therefore, there will be no expectation for your staff/volunteers to be present to assist on the hike days

People who register for the Great Canadian Hike will have agreed to abide by physical distancing measures and will have signed a waiver accepting responsibility should they be exposed to COVID-19. However, we trust that you and your staff/volunteers are already taking action to prevent the spread of COVID-19 on your Trail, in line with public health advice and TCT's national guidelines..

## Why are you promoting this challenge during COVID-19?

Healthcare providers are encouraging people to go outside and get exercise while maintaining physical distancing. The Great Canadian Hike is a challenge that is designed around a physically distant, socially together world.

## What happens if there's a second wave?

We are cognizant of a possible resurgence of COVID-19 and are prepared to postpone the hike in the event that a second wave seems likely or has already taken place. We continue to monitor public health guidelines and, if needed, will reschedule the hike until next year.

