



# **GREAT CANADIAN HIKE**

*step out there.*

## **MEDIA KIT**

*Everything you  
need to know*





# WHAT IS THE GREAT CANADIAN HIKE?

The Great Canadian Hike is a national challenge to embrace trails in a physically distant world! We're calling on Canadians to collectively hike The Great Trail of Canada's 27,000 kilometres in 31 days. From humble strolls to epic adventures, October 1 to 31 is your chance to hike, walk, jog, cycle, paddle and experience The Great Trail as a participant in the Great Canadian Hike.

The Great Canadian Hike is only in its first year, but we hope to make it an annual challenge. People of all ages and abilities are invited to step out and enjoy Canada's natural wonders with us, in a safe and responsible way.

## HOW DOES IT WORK?

### 1. Find your hike

Find a Trail section close to you, choose a date, a start time and commit to hike (or walk, jog, cycle or paddle) a number of kilometres.

### 2. Register your hike

Once you've selected one or more trails, register for free and set your personal goal for kilometres to cover on each hike.

### 3. Share your hike

Share your challenge with friends and family by adding up to 10 team members. Don't forget to share photos and videos of your adventure on social media by using the hashtag #GreatCanadianHike.

## WHERE CAN I HIKE?

We've put together a list of **Signature Hikes** to inspire you, but you can use the search function and find a Trail section closest to you on the microsite.

## WHAT ABOUT OTHER ACTIVITIES?

Want to walk, jog, cycle or paddle? Not a problem! Search for a Trail section close to you that allows these activities. The only limitation is that whatever activity you choose, must be in compliance with all laws and jurisdiction(s) in which you are doing them in.

## HOW LONG CAN I HIKE?

It is entirely up to you. Whether you want to hike one kilometre or 30 kilometres, you'll be part of Canada's hike connecting Canadians. Most sections of The Great Trail do not loop back on themselves and will require you to walk back the way you came after your hike.





## IS THIS COVID-19 FRIENDLY?

The Great Canadian Hike is a challenge designed around a physically distant, socially together world and we are doing everything we can to ensure it is a safe experience for all.

Through our registration system, we are limiting the numbers of registrants per trail, per day to limit exposure to a large number of hikers. We encourage hikers to keep at least two metres (six feet) apart from other groups.

Once you register for your hike, you will be sent a confirmation email with tips on how to prevent the spread of COVID-19, based on our national guidelines.

## WHAT SHOULD I BRING FOR MY HIKE?

Depending on the length and remoteness of your hike, we suggest a few items you can take in a day pack.

- Laced footwear with good tread (no flip-flops or open toed shoes).
- Waterproof jacket, layered clothing for all conditions.
- Food and water.
- Sunscreen.
- Bug repellent.
- First aid kit.
- Cell phone – more remote locations may not have cellular access.

As part of our national guidelines on responsible trail usage during COVID-19, we also recommend packing toilet paper, hand sanitizer and a mask/face covering.

## HOW DO I SHARE MY PHOTOS?

Use the hashtag #greatcanadianhike and tag @TheGreatTrail on your Instagram or Facebook posts.

## QUICK LINKS

### WEBSITE:

[greatcanadianhike.ca](https://greatcanadianhike.ca)

### PHOTOS:

[Dropbox](#)

### LOGOS:

[Dropbox](#)

### CONTACT:

[media@tctrail.ca](mailto:media@tctrail.ca)





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**The Great Canadian Hike is an initiative  
by Trans Canada Trail**



Trans Canada Trail  
Sentier Transcanadien