

Traverse Area Recreation and Transportation Trails, Inc.

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FOR IMMEDIATE RELEASE

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Anderson Challenge Match for Sleeping Bear Heritage Trail

GLEN ARBOR – Local residents Bill and Vicki Anderson, who were among the first supporters of the Sleeping Bear Heritage Trail (SBHT), have issued a challenge pledge with a 2:1 match for all donations to the new trail through the end of March. The campaign still needs to raise \$30,000 in order to secure the full Anderson Challenge match of \$50,000. Bill Anderson shared his family's motivation for posing the challenge match, "This summer, 10 years of planning and effort will become a reality for the first 5-mile link of the Sleeping Bear Heritage Trail. To help sustain the momentum and encourage additional financial support we are offering a match of \$50,000 if the \$100,000 goal is reached by March 31st."

The first section of trail connecting Glen Arbor to the Dune Climb will be completed this July. The trail will provide easy, car-free access to amenities and attractions including the DH Day Campground, Glen Haven, Glen Arbor and the Dune Climb.

The SBHT campaign must raise \$400,000 for design and engineering to extend the trail south from the Dune Climb to Empire. Donors of \$1,000 or more will be recognized at a permanent donor plaza located at the Dune Climb. Well-known local artist Glenn Wolff created an illustrated map of the trail and donors of \$5,000 or more will receive a limited edition signed print.

To donate or learn more about the Sleeping Bear Heritage Trail please visit www.sleepingbeartrail.org or contact Pam Darling, Development Director for TART Trails (pam@traversetrails.org or 231-941-4300).

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The Sleeping Bear Heritage Trail is a project of the Leelanau Scenic Heritage Route Committee (LSHR). Trail development is a partnership between the LSHR Committee, the Michigan Department of Transportation, Sleeping Bear Dunes National Lakeshore, Friends of Sleeping Bear Dunes, and TART Trails. Funding for trail development comes from federal and state grants, foundations, and individual donations.

About TART Trails:

*Traverse Area Recreation and Transportation (TART) Trails, Inc. is a nonprofit 501 (c)(3) organization formed in 1998 and located in Traverse City, Michigan. TART works to enrich the Traverse area by providing a network of trails, bikeways and pedestrian ways; and encouraging their use. TART Trails includes a network of trail systems located in **Grand Traverse and Leelanau counties**. It is estimated that the trails serve over 200,000 users annually while preserving valuable community green space. TART is working to integrate these trails into the community by advocating for interconnected bike lanes, bike routes and sidewalks, and is also working to extend these trails to connect with a developing regional trails system. For more information about TART Trails, please visit www.traversetrails.org*

About Sleeping Bear Dunes National Lakeshore:

Sleeping Bear Dunes National Lakeshore is a unit of the National Park Service established in 1970. The Lakeshore preserves the outstanding natural and cultural heritage of the area so that all may experience and appreciate it. Significant resources of the Lakeshore include forests, beaches, dunes, and glacial landforms, as well as maritime, agricultural, and recreational historic features.