



MEDIA RELEASE

For Immediate Release

Over 10,000 Participants hike 108,000 km in the Great Canadian Hike

Montreal, November 16, 2020 – Trans Canada Trail (TCT) is thrilled to share that over 10,000 Canadians took up our national challenge and participated in the inaugural [Great Canadian Hike](#). They hiked for a combined total of 108,000 kilometres between October 1 and 31!

With 27,000 kilometres of trails spanning the country, that means participants hiked the equivalent of four full lengths of the trail, or 2.5 times around the circumference of the globe!

It also means there were lots of lots of opportunities for people to have fun spending time outdoors while maintaining safe physical distancing to ensure we all stay safe and healthy.

“We launched the Great Canadian Hike this year because we wanted to invite Canadians to explore the Trail – and their communities – particularly in the context of COVID-19. The pandemic period has meant that Canadians are on trails in increasing numbers, seeking access to nature and opportunities to recreate safely. We are thus delighted to see that thousands of people took time to experience the incredible, scenic outdoor landscapes our country has to offer by participating in the Great Canadian Hike,” said **Eleanor McMahon, President & CEO of Trans Canada Trail**.

“At this time when physical distancing is necessary to maintain good health, The Great Trail of Canada is the perfect place to hike, walk, jog, cycle, paddle and explore. These are activities you can do by yourself or with family and friends because you can be together socially while following public health and safety guidelines,” she added.

Participants who shared their adventure on social media were eligible to win weekly prizes. [Congratulations](#) to the 34 winners of a weekly prize pack as well as the 2 Grand Prize winners:

- Joanna Verano of Victoria, BC, winner of the Video Grand Prize who said “the Great Canadian Hike challenge was such a great way to encourage everyone to spend time outdoors and to enjoy the beautiful nature that surrounds all Canadians in every community. It was also a wonderful reminder that in a country as vast as Canada, we are all connected and that there are safe spaces to connect with others in this time of uncertainty and social isolation. Thank you for the opportunity to rediscover our own backyards and to collectively learn and share what makes the different parts of The Great Trail special.”
- Cheryl Morreale of Toronto, ON winner of the Photo Grand Prize winner who shared “I’m beyond thrilled to win such an amazing prize. I had an amazing time taking part in the #GreatCanadianHike. Winning is truly icing on the cake!”

The Great Canadian Hike was carefully planned in compliance with public health directives to prevent the spread of COVID-19. Safety was prioritized and TCT provided national guidelines on safe trail use to all governmental and trail partners in advance of the event.

TCT is pleased that so many people participated in the first edition of the Great Canadian Hike and plans to make this an annual event. More details will be provided on the website as they become available.

TCT gratefully acknowledges the support of the following sponsors: TD Bank Group, The Weather Network, Globalstar Canada Satellite Co., distributor of the SPOT® product line, CLIF BAR & Company, KEEN Footwear and Alder Apparel.



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About The Great Trail of Canada / Trans Canada Trail

Touching every province and territory, stretching for more than 27,000 kilometres and profiling Canada's diverse landscapes and cultures, The Great Trail of Canada is the world's longest network of recreational trails. Supported by donations to Trans Canada Trail, The Great Trail links over 15,000 rural, urban and Indigenous communities from coast to coast to coast. It is a connector of people and communities, a national unity endeavour that brings together Canadians from all walks of life, enhancing their quality of life, and the communities where they live, work and play.

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