**PRESS RELEASE TEMPLATE**

**For Immediate Release**

**Trans Canada Trail (TCT) Launches #ISupportTCT Campaign**

**National Campaign Invites Canadians to Join the Campaign – and Federal Candidates to Pledge Their Support**

[Date]

The [name of trail organization/organization] has joined Trans Canada Trail’s (TCT) campaign in support of Canada’s national Trail. The #ISupportTCT campaign is an appeal to all Canadians to show their support for the TCT – and to ask candidates running in the federal election to join TCT’s social media campaign by signing the [#ISupportTCT Pledge](https://tctrail.ca/our-tct/). The Pledge confirms the commitment of candidates to support the renewal of the federal government’s annual funding for the TCT.

“We want to thank our local candidates [enter candidate names] who have taken the #ISupportTCT Pledge, and their commitment to championing the Trans Canada Trail – a national asset in the riding of [enter name of riding]. And we hope all candidates from every party join us in taking the #ISupportTCT Pledge,” says [local trail volunteer].

“Protecting the sustainability of the Trans Canada Trail makes an important contribution to enhancing the physical and mental health of Canadians. The Trail contributes to the vitality of communities and is a part of people’s everyday recreation and transportation choices as it creates opportunities to cycle or walk to work and to school – or to recreate. Enhanced human-powered mobility choices, such as the Trail provides, increases physical activity, enhances transportation choices and the improves the liveability of our neighbourhoods”, adds [name of volunteer].

According to national Léger surveys commissioned by Trans Canada Trail in 2020, 75% of Canadians use trails on a regular basis. And trail use is up since the onset of the pandemic with nearly 50% of Canadians in all age groups stating that their trail use has increased and 95% stating they use the trail to enhance their mental health.

The Trans Canada Trail also plays a vital role in conserving the environment, preserving greenspace and protecting habitats for local wildlife. This stewardship is critical to protecting our natural environment for generations to come.

Trails enhance our economy and are a vital tourism attraction that connects visitors to local businesses and also enriches our understanding of Canada’s history.

We would like to invite all candidates to join the thousands of Canadians who support the Trans Canada Trail and sign the #ISupportTCT Pledge and commit to becoming a #TrailChampion by supporting the Trans Canada Trail!

**For more information:**

[Contact information of local trail organization].

**About Trans Canada Trail**

The Trans Canada Trail is the world’s longest network of multi-use recreational trails. As of August 2021, the Trail stretches more than 28,000 km across every province and territory – and continues to grow. It’s a showcase of Canada’s diverse landscapes and cultures, and a sustainable national asset that fosters unity, collaboration and connectedness. Our national trail is managed by local Trail groups and partners who work in conjunction with Trans Canada Trail, a registered charity. [tctrail.ca](http://www.tctrail.ca/)

Tag: @TCTrail and #ISupportTCT

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