



**GREAT
CANADIAN
HIKE**

MEDIA ADVISORY

Trans Canada Trail's second annual Great Canadian Hike: Register today!

Now through Oct. 31, second annual event encourages Canadians to log 28,000 hours on Canada's 28,000 km national trail

WHAT: [Trans Canada Trail](#)'s second annual [Great Canadian Hike](#) is a national challenge that encourages people to get out into nature and embrace their local trails in the company of friends, family and fellow Canadians.

Trans Canada Trail (TCT) invites people in all 13 provinces and territories to DISCONNECT from screens and RECONNECT with nature and to one another, by collectively spending 28,000 hours on Canada's 28,000 km-long national trail. Watch the video [here](#).

Whether they choose to hike, walk, run, skip, paddle, roll, stroll or bike, the Great Canadian Hike is the perfect antidote to the social isolation brought on by COVID-19. In fact, [95% of Canadians said their increased trail use was prompted by a desire to enhance their mental health since the onset of the pandemic](#). The Trans Canada Trail is an important mechanism for [connection](#), especially now as we continue to navigate COVID-19.

People across the country [have embraced the Great Canadian Hike](#). It's not too late to register and EVERY hour of Trail time logged helps bring us closer to the goal of 28,000 hours. Every registration earns participants a chance to win [great prizes](#), and they can increase their chances of winning by referring friends and sharing their hike outings over social media with [#greatcanadianhike](#).

In last year's inaugural edition of the Hike, over 10,000 people took up the challenge to collectively hike the length of the Trans Canada Trail and amassed a combined distance of 108,000 km – equivalent to almost three times the earth's circumference!

WHEN: Now through **October 31**. Register at www.greatcanadianhike.ca

HOW TO JOIN:

- 1) Visit GreatCanadianHike.ca and register [Register for FREE](#) for a chance to [win weekly prizes](#). Set your personal goal for time on the Trail. Commit to hike, walk, skip, hop, dance, jog, cycle, roll, paddle or bike – or any combination of them all – the choice is yours!

2) **Find your local trail**

Explore our [map](#) to find a Trail section close to you and decide where you'd like to hike. Check out our Featured Hikes for some inspiration!

3) **Refer a friend**

Invite a friend to join you on your Great Canadian Hike! For each referral, you'll get an additional entry in the draw for a chance to [win fantastic weekly prizes](#) and to be part of the grand prize draw.

4) **Share for a chance to win**

After each outing, share photos or videos of your adventures on the Trail with us! Each photo or video submission gets you an EXTRA entry for even more chances to win prizes. Upload [here](#) or share on social with the hashtag [#greatcanadianhike](#) to participate. The [Great Canadian Hike Promotion Toolkit](#) contains sample social media messages and pictures that you can share on your social media platforms. Use it, and share with everyone you know who wants to help promote the event!

Trans Canada Trail gratefully acknowledges the support of the following sponsors of the Great Canadian Hike: TD Ready Commitment, VIA Rail Canada, Hydro One, Gay Lea, Columbia Sportswear and Globalstar Canada.

Resources:

- Visit [GreatCanadianHike.ca](#)
- Watch the Great Canadian Hike video [here](#).
- Read our Great Canadian Hike FAQs [here](#).
- Download high-resolution images, logos, social media assets and a promotional toolkit [here](#).
- See the Great Canadian Hike launch media release [here](#).

Interviews are available, on request, with:

- Eleanor McMahon, President & CEO, Trans Canada Trail
- Meghan Reddick, Vice-President, Chief Communications & Marketing Officer

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About Trans Canada Trail

The Trans Canada Trail is the world's longest network of multi-use recreational trails at 28,000 km and continues to grow across every province and territory. It is 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