



**GREAT
CANADIAN
HIKE**

MEDIA RELEASE

For Immediate Release

Over 12,000 Canadians spend 122,525 hours participating in Trans Canada Trail's Great Canadian Hike

TCT surpasses its goal of 28,000 collective hours on the 28,000-km long national trail by 337 per cent in second annual event

Montreal, November 19, 2021 – [Trans Canada Trail](#)'s second annual [Great Canadian Hike](#) challenge has come to a close, and TCT is proud to announce that 12,171 participants logged an astounding 122,525 hours on the Trail, exceeding the goal of 28,000 hours by more than 337 per cent. This year's edition of the Hike also saw an increase of 1,874 participants over the inaugural Great Canadian Hike in 2020.

From **September 15 to October 31**, Trans Canada Trail invited people in all 13 provinces and territories to DISCONNECT from screens and RECONNECT to nature and to one another, by spending 28,000 hours on Canada's 28,000 km-long national trail. Canadians embraced the challenge, with people from EVERY province and territory taking part – hiking, walking, rolling, paddling or biking along the Trail.

In addition to the 122,525 total collective hours, participants logged a combined 379,036 km on the Trail this year, more than tripling last year's collective kilometre total of [108,000 km](#)!

Additionally, over 1,400 people shared their hike experiences across the country through incredible images posted in the Great Canadian Hike [photo gallery](#).

"We started the Great Canadian Hike last year during the onset of the pandemic, as an invitation to Canadians to safely gather and connect in physically distant – yet socially together – ways, in the outdoors and on the Trans Canada Trail," said Eleanor McMahon, President & CEO, Trans Canada Trail.

"We knew that Canadians were out on their local trails in increasing numbers as a result of the pandemic – and our research has shown that [trail use is up across the country](#). We know too, that Canadians care deeply about nature and the world around them – and trails are a way to access both. That people have embraced the Great Canadian Hike so deeply and wholeheartedly over the course of these past weeks, affirms how profound the Trail is as a [connector](#) of people to nature, to friends and family, and to communities," McMahon added.

“In addition, 95% of Canadians told us that [enhancing their mental and physical health](#) is driving their increased trail use,” said McMahon.

“As we continue to navigate the pandemic, we know that the Trail will remain vital as a tool for the physical and mental well-being of Canadians. While the Hike has wrapped for 2021, I encourage everyone to continue to care for their mental, physical and social health by spending time on the Trans Canada Trail.”



Trans Canada Trail congratulates all the Great Canadian Hike participants. TCT also gratefully acknowledges the support of the following sponsors of the Great Canadian Hike: TD Bank Group, VIA Rail Canada, Hydro One, IVANHOE Nothing But, Columbia Sportswear and Globalstar. See our thank-you message [here](#).

“We have seen increased demand for green space activities as more people head outdoors, which is why the Great Canadian Hike is so important,” said Carolyn Scotchmer, Executive Director of TD Friends of the Environment Foundation. “We believe that finding new ways to encourage Canadians to explore their local trails can have long-lasting benefits to their health and well-being. We’re proud to support the work of Trans Canada Trail and to spend time on the Trail alongside participants in the Great Canadian Hike.”

Participants who registered and shared photos in the Great Canadian Hike photo gallery were eligible to win [weekly prizes](#). TCT congratulates the weekly prize winners:

- Mary Louise Mills, Nova Scotia
- Denis Coulombe, Quebec
- Paulo Dasilva, Quebec
- Suzanne Paradis, Quebec
- Laura Martin, Ontario
- Shierly Ibe, Ontario
- Lorraine Pyear, Ontario
- Valerie MacDonald, Ontario
- Bonnie Cohoe, Ontario

Mary Grace De Nieva, Manitoba
Tara Fillion, Manitoba
Mike Simpson, Manitoba
Shannon Comeau, Alberta
Arturo Gueco, Alberta
Asha Lai, Alberta
Pamela Ip, British Columbia
Kathleen Fowler, British Columbia
Allison Shepherd, British Columbia

TCT also congratulates **grand prize winner Susan Johnston of Toronto**, who won a prize pack valued at over \$2,000, consisting of VIA Rail travel vouchers, Columbia Sportswear gear and a Globalstar SPOT Gen X (including activation and one-year service).

“The Trans Canada Trail is such a magical place. It provides joy all year round to so many,” says Susan Johnston. “I’ve appreciated it for years, and whether I am biking, hiking or walking, it has been a necessary lifeline to me, these past 19 months especially. And the Great Canadian Hike was the perfect ‘extra motivator’ to get me outside! I can’t thank the wonderful sponsors enough for this incredible prize pack. I can’t wait to get back out there!”

Interviews are available, on request, with Eleanor McMahon, President & CEO, Trans Canada Trail.

Resources:

- Find your local section of the Trail [here](#).
- Download a [map](#) of the Trans Canada Trail.
- Watch the Great Canadian Hike wrap-up video [here](#).
- For more about the Great Canadian Hike, visit www.greatcanadianhike.ca.
- Read our Léger survey research on trail use in Canada: [June 2020](#); [November 2020](#); [August 2021](#).
- Read our [Conference Board of Canada report](#) on the health, environmental and economic benefits of Canada’s trail system.

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About Trans Canada Trail

The Trans Canada Trail is the world’s longest network of multi-use recreational trails. The Trail stretches more than 28,000 km – and continues to grow – across every province and territory. 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