

ICE AGE NATIONAL SCENIC TRAIL



Go Wild.
Go to
Wisconsin.

THINK AMAZING HIKING – AND THE THOUSANDS OF PEOPLE WHO LOVE IT – ARE ONLY ON THE COASTS? THINK AGAIN. THE MIDWEST IS HOME TO ONE OF THE BEST-KEPT SECRETS IN HIKING: THE ICE AGE NATIONAL SCENIC TRAIL. YOU CAN PUT YOUR BRAND IN FRONT OF THESE ENTHUSIASTIC OUTDOOR LOVERS BY PARTNERING WITH THE ICE AGE TRAIL ALLIANCE.

The Ice Age National Scenic Trail is a 1,000-mile footpath located entirely within the state of Wisconsin – one of just 11 National Scenic Trails in the country. Day hikers, backpackers, and outdoor lovers of all ages rely on the Ice Age Trail for a place to unplug, relax, and enjoy nature. Partnering with the Trail gives your brand an unprecedented opportunity to connect with your customers.

The Ice Age National Scenic Trail is maintained by the Ice Age Trail Alliance (IATA) and hundreds of volunteers. Learn more at iceagetrail.org.

The Trail by the Numbers

Along with visitors, the Ice Age Trail has thousands of dedicated volunteers who work to build, support and maintain the Trail. Here's some of what we've accomplished over the last five years.

**Enlisted 13,448
Dedicated Volunteers**

**Generated 437,805
Volunteers Hours**

**Permanently Protected
43 Properties**

**Constructed 41.3
New Miles of Trail**

**Robust and
Growing Membership**

**Put 4,523 Little
Boots on the Trail**

**Created a
Community Following
of 28,651 Supporters**

**10.1 Miles of
Upgraded Trail Signage**

Your Path to Partnership

Your partnership with the Ice Age Trail can be as simple or involved as you'd like. Opportunities include placement in our monthly membership magazine, your logo on trailhead signage, your brand's presence at our volunteer events – even exclusive category partner status.

We're happy to work with you to find the perfect fit for your brand on the Trail.



*Trail map coverage
by county*

Ready to take the first step?

Learn more about partnering with the Ice Age Trail.

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