



JULY 5, 2021

Promote your business to hundreds of Lake George lovers, from Lake George Village to Ticonderoga!

The Lake George Land Conservancy launched the annual Hike-A-Thon in 2013 to showcase our parks and preserves as free public resources, promote a healthy lifestyle for kids and families, and grow awareness for protecting the land that protects the lake.

For its 9th year we are holding a hybrid event, incorporating both in-person guided hikes as well as virtual opportunities that will allow for as many people to participate as possible. Many of our participants come for the event but stay for the experience of Lake George. 67% of last past survey responders said they ate at a restaurant, shopped, visited a museum or other attraction, and/or stayed the night at a hotel or other property after participating in the Hike-A-Thon.

As a sponsor of the Hike-A-Thon, you'll be able to:

- promote your business to an engaged, targeted audience;
- reach thousands of people through our newsletter, social media, email marketing, and website; and
- show your support of protecting the resource that keeps your guests and patrons coming back year after year.

SPONSORSHIP

Sponsorship opportunities are available at levels ranging from \$100 to \$2,500. To receive maximum benefits as listed, confirm your sponsorship as soon as possible!

Your support helps to keep this event free for participants, which is essential to achieving our goal of engaging all of Lake George's diverse communities. For more information on how you can be part of this once-in-a-lifetime event, please contact Sarah Hoffman at 518-644-9673 or email shoffman@lglc.org.



Protecting the Land that Protects the Lake since 1988

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THE DETAILS

The Hike-A-Thon features simultaneous hikes and paddles all around Lake George, culminating with aerial photography of each group by renowned photographer Carl Heilman, II, from a helicopter piloted by Bruce Mowery of North Country HeliFlite. Carl and Bruce have donated their services for this event since its very first year!

The event encourages participation from people of all backgrounds, ages and abilities by offering sites that have varying levels of difficulty. Plus, thanks to sponsor support, the Hike-A-Thon has always been free for all participants!

The pandemic showed us just how important access to the outdoors is for our physical and men-

tal health, but for some, hiking continues to be intimidating or otherwise unachievable on their own. As our greatest outreach effort, the Hike-A-Thon allows us to introduce hiking and the importance of land conservation in a safe, welcoming environment.

Each property that is included in the Hike-A-Thon is either currently owned and/or managed by the LGLC, was at one time protected through the efforts of the LGLC, or is one of our Partner Sites. We value these partners' own efforts in stewarding their land and providing access to these special places to their members and the public.

AFTER-PARTY AT THE BOLTON CONSERVATION PARK

We are very excited to continue our After-Party for both our participants and sponsors. This year's Party will be held at the Bolton Conservation Park, on Edgecomb Pond Road in Bolton. Event participants and their friends and family are invited to come together after their hikes to swap stories and get information from event sponsors. Refreshments, kids' activities, lawn games, merchandise, and vendor booths will also be available.

***Please note that all plans are subject to change according to NYS and CDC guidelines for safe group activities during this continued time of the coronavirus pandemic.**

ABOUT THE LGLC

The Lake George Land Conservancy (LGLC) has been protecting the land that protects the lake since 1988.

To date, the LGLC has helped to protect over 11,620 acres of land, which have either remained in private ownership or been transferred to New York State for inclusion in the Lake George Wild Forest.

In 1990 LGLC received a donation of land in Ticonderoga—Cook Mountain—that would become its first

preserve with public hiking trails. Today, the LGLC owns and maintains more than 39 miles of hiking trails on 34 parks and preserves throughout the Lake George watershed.

In addition to working to protect the water quality of Lake George, these protected lands contribute to the health and quality of life for community residents, and entice visitors to come back year after year.