

TRAILS & SAILS 2022



10 DAYS OF EXPLORING HERITAGE IN ESSEX COUNTY

***Friday Sept. 16th through
Sunday Sept. 25th, 2022***

***At various sites
throughout Essex County***

Trails & Sails is a 10-day FREE event series in Essex County that shows off all the great projects and programming non-profits are doing to help make this area such a special place to live. With about 7,000 participants each year, most of whom are residents of Essex County, Trails & Sails is a great outreach opportunity for reaching new members, donors, or volunteers.

LEARN MORE BY VISITING

WWW.TRAILSANDSAILS.ORG

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HISTORY

Entering into its 21st year, Trails & Sails is an event series that brings awareness and appreciation for heritage resources around the county. Historically, Trails & Sails has focused on outdoor activities such as guided hikes and excursions on the water but has grown to include tours of historic houses, lectures on Essex County history, and cultural activities.

HOW TO PARTNER

Trails & Sails is organized and coordinated by Essex Heritage, who partners with several non-profit, community, and small businesses to host events. Once events are in the works, Essex Heritage becomes the marketing engine to promote Trails & Sails. This is done through the publication of a printed guide, an online and mobile friendly website for event listings, and further digital media promotion of the entire series. This year we are giving extra marketing attention to organizations that are working on projects specific these regional themes:

Great Outdoors! Opportunities for recreation and wellness
Untold Stories of Essex County – New discoveries of our shared history
Discover the Great Marsh - A critical habitat in a changing climate
Here for Tomorrow - Events showcasing special conservation and preservation projects in Essex County

These themes were chosen to showcase the important work our partners are doing throughout the county and to help Trails & Sails participants make the connection. If you would like to see your organization represented, please contact megand@essexheritage.org to learn how to register your event!

WHY

Essex Heritage believes that if residents and visitors get a taste of the thousands of heritage assets found in Essex County, they will be more likely to promote and support those places over time. Through Trails & Sails, awareness and appreciation of heritage resources can be catalyzed and all ages can enjoy what Essex County has to offer.

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