

Friday, Sept. 15th – Sunday, Sept. 24th, 2023

150+ free events across Essex County!

TRAILS & SAILS



ESSEX NATIONAL HERITAGE AREA

Trails & Sails is a 10-day FREE event series in Essex County that shows off all the great projects and programming being done to help make this area such a special place. With more than 7,000 participants annually, many of whom are local, Trails & Sails is a great opportunity to reach new audiences.



**ESSEX NATIONAL
HERITAGE AREA**

Trails & Sails 2023

HISTORY

Entering its 22nd year, Trails & Sails is an event series that brings awareness and appreciation for the many natural, cultural, and historic resources throughout Essex County, which is located within the Essex National Heritage Area. Since inception, the program has grown to include a variety of unique events that connect people to this special place.

HOW TO PARTNER

Trails & Sails is organized and coordinated by Essex Heritage, who partners with many non-profits, community groups, and small businesses to host events. Once events are in the works, Essex Heritage becomes the marketing engine to promote the series. This is done through the publication of a printed guide, an online and mobile-friendly website, and further digital media promotion.

THEMES

This year, certain events that fall under the following themes will be given a special focus in our print and online materials.

Looking to the Future - Events that demonstrate the importance of learning about where you live and caring for it, now and in the future.

Celebrating Hispanic Heritage - Events that highlight and celebrate the significant contributions of the Latino community in Essex County.

Sharing Untold Stories - Events that uncover the lesser-known stories of the region, shedding light on a rich and diverse shared history.

Protecting Coastal Resources - Events that showcase the significant work being done to protect our most important resources, such as the Great Marsh.

If you would like to see if your organization's event can be represented under one of these themes, please contact HeatherG@EssexHeritage.org to learn more!

WHY

Essex Heritage believes that if residents and visitors get a taste of the thousands of 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 local resources can be catalyzed and all ages can enjoy what Essex County has to offer.

LEARN MORE BY VISITING

WWW.TRAILSANDSAILS.ORG