



KEEP THE TRAIL ALIVE.

Dear friend of the Appalachian Trail,

One hundred years ago, a visionary group of volunteers gathered to bring the dream of a hiking trail stretching along the Appalachian Mountains from Maine to Georgia to life. Today, the Appalachian Trail Conservancy (ATC) continues to work tirelessly to protect the “People’s Trail” and its landscape—a sanctuary where nature thrives, and people can connect with its transformative power.

Throughout this year, the ATC will commemorate our 100th anniversary of managing and protecting the world’s most iconic footpath, stewarding the diverse ecosystems the Trail landscape harbors, and enabling countless people to find a sense of belonging in the outdoors. At this momentous time for our mission and the future of the Appalachian National Scenic Trail, ATC’s Campaign Advisory Committee invites you to join us in celebrating this cherished piece of America’s natural heritage and in the essential work to secure the Trail’s future.

We are seeking sponsors at various levels to maximize our reach and impact as we begin our second century, and to ensure we can meet present-day and future challenges so the Trail may endure for the next 100 years and beyond. A forthcoming sponsorship packet will detail the benefits of sponsoring the ATC’s Centennial, including special recognition at events, in our visitor centers, and online, joint media opportunities, and group hikes guided by our program experts.

While many of these benefits will extend throughout 2025, a cornerstone in our efforts to celebrate the ATC’s achievements and advance our vision will be the Centennial Gala taking place on June 11 in Washington, D.C. In the company of long-time supporters, partner organizations, and public officials, it would be an honor to acknowledge your support for Trail values.

100TH Anniversary Campaign Advisory Committee

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Greg Winchester*
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EX OFFICIO

Sandra Marra
President and CEO
Appalachian Trail Conservancy

* Member, ATC Board of Directors

As a unique organization with a long track record of success, the ATC offers a high value proposition to supporters passionate about outdoor recreation, environmental sustainability, and promoting a healthy future for America's public lands. Your investment in the ATC's Centennial will align your brand with a unifying mission that resonates with clients and customers who prioritize sustainable recreation and natural resource protection.

Thank you for considering ways you can help the ATC usher in the next century of progress. To learn more or reach a member of the committee, please contact ATC's Office of Development at philanthropy@appalachiantrail.org or (304) 885-0826.

Sincerely,



Greg Winchester
Board of Directors
CAC Co-Chair



Roger Klein
Board of Directors
CAC Co-Chair



Sandra L. Marra
President & CEO