

# About Kids in Parks and TRACK Trails

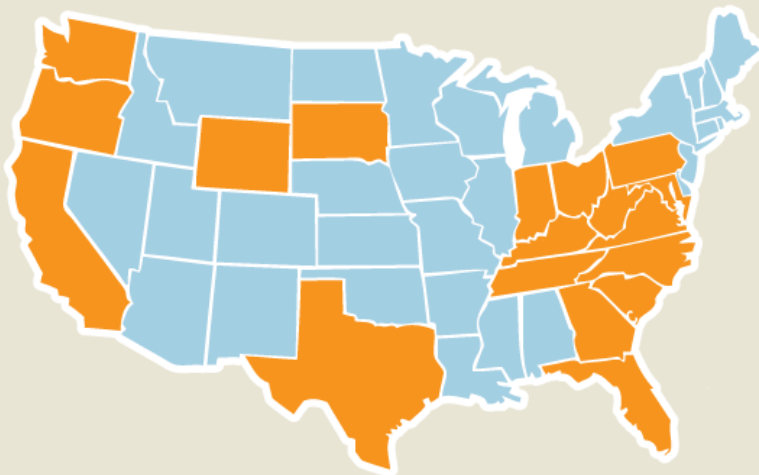


## What is Kids in Parks?

Kids in Parks has worked with partners across the country to create a national network of trails that engage kids and families in activities that get them outdoors and connected to nature. Each of the program's TRACK Trails provide visitors with engaging, self-guided activities designed to turn their visit into a fun and exciting adventure.

Families can explore nature by hiking, biking, geocaching, paddling, playing disc golf, and even playing e-Adventures in their own backyard! By TRACKing their adventures, kids create an online journal that allows them to track places visited, log miles completed, see badges earned, and receive prizes in the mail.

## 300+ Trails Nationwide



## Program History

It all began with a vision in 2008 to improve the health of children and the health of parks by making existing trails more attractive and fun for novice users. At that time, the Blue Ridge Parkway Foundation, National Park Service and Blue Cross and Blue Shield of North Carolina Foundation joined together to formally link the health of children to the health of parks by creating a strong network of trails and partners in the communities on and along the Blue Ridge Parkway, establishing Kids in Parks.

### TRACK Trail Partners include



and more!

**6 in 10**  
Trail TRACKers are  
NEWCOMERS to  
the parks they visit

**40%**  
Trail TRACKers visited  
for the TRACK Trail

**88%** repeat visitors visit  
more than one  
TRACK Trail location



The regional program was so successful that parks across the country rapidly embraced Kids in Parks TRACK Trails. Today, there are more than 300 TRACK Trails in 18 states, Washington D.C., and the Eastern Band of Cherokee Indians Nation.

As one of the only health related nature programs in the country with data demonstrating results, the program has been endorsed by the American Academy of Pediatrics, recognized by the White House with a "Let's Move! Champion of Change" award, and reviewed favorably as a practice-tested intervention by the Center for Training and Research Translation — a program funded by the Center for Disease Control. Kids in Parks is now supported by a strong partnership of private and public groups investing together for the health of our parks and our children.

### Contact Information:

Jason Urroz, Director: [jurroz@kidsinparks.com](mailto:jurroz@kidsinparks.com)  
[www.kidsinparks.com](http://www.kidsinparks.com) (866) 308-2773 ext. 384