

“Heritage areas are community-based efforts that preserve and share a region’s history and character. Heritage areas ... join together around a common theme and promote the cultural, natural and recreational benefits of the area. Heritage areas ... strengthen local economies and create jobs.”

— Jonathan Jarvis, Director
U.S. National Park Service

National Heritage Areas (NHAs) are lived-in landscapes that tell nationally important stories that celebrate our nation’s diverse heritage. They strive to improve the quality of life in their regions by fostering the development of sustainable economies

Affiliated with the National Park Service, NHAs rely on local partnerships to carry out their mission. Since 1984, forty-nine National Heritage Areas have been designated by Congress. The twenty-one Northeast Region NHAs combine for a projected annual economic impact of \$5.4 billion and annually support more than 66,880 jobs and generate \$602.7 million in local and state taxes.

Freedom’s Way National Heritage Area – *In Thoreau’s Footsteps*

Freedom’s Way Heritage Association connects the people, places and communities of the Area through preservation, conservation and educational initiatives to protect and promote shared resources and encourage residents and visitors to explore the landscape, history and culture. Our vision, that the Heritage Area be a place where people are inspired by the intellectual traditions that underpin concepts of freedom, democracy and social justice, is the foundation upon which our programs are derived.

Our Area encompasses 45 towns that produced nationally renowned patriots, writers, environmentalists, thinkers, and visionaries – including *Henry David Thoreau*. Today, more than 150 years after the publication of *Walden*, Thoreau continues to invite 21st-century people to “go walking” and to live more simply in a hectic complex world. Since 2011, FWNHA has been offering walks, hikes, and collaborative events that link the 39 towns in which Thoreau walked, lectured, surveyed, or just traveled.

Get involved in planning for Thoreau’s 200th birthday celebrations in 2017!

www.freedomsway.org

Essex National Heritage Area - 34 Communities in Boston's North Shore

500 square miles of historic, cultural, and natural sites . . . unique and irreplaceable treasures that tell their history. One of their many trail-based programs is the popular FREE weekend events - *Trails & Sails* with a variety of guided walks, sails, historical tours and adventures for all ages.

Get Active, Get Fit -- One Mile At A Time

The **Move It! 100 Miles in 100 Days Challenge** ran from July through October 2014 and offered an array of opportunities to rack up 100 total miles in 100 days from biking, running, walking, hiking, swimming, a Y Bootcamp class, and family scavenger hunts!

Take the [Move It: 100 Miles in 100 Days Challenge](#) and earn prizes when you log the miles you walk, run, bike or swim. Get fit, get active—one mile at a time... [Start to Move It!](#)

Upper Housatonic Valley Heritage Area - 29 communities in Mass & Connecticut

The heritage area is the watershed of the upper Housatonic River, extending 60 miles from Kent, CT, to Lanesboro, MA. Every autumn, UHVHA organizes an impressive list of historic, cultural and natural sites with supporting organizations hosting dozens of FREE walks by historians, naturalists and environmentalists who teach about rich resources of 29 communities in Massachusetts and Connecticut. www.upperhousatonicheritage.org

African American Heritage Trail

The African American Heritage trail encompasses 29 Massachusetts and Connecticut towns in the Upper Housatonic Valley National Heritage Area, and celebrates African Americans in the region who played pivotal roles in key national and international events, as well as ordinary people of achievement. www.africanamericantrail.org

Great Barrington Housatonic River Walk

. . . the town had made a sewer of the beautiful Housatonic River, instead of the park it might have been. Great Barrington resident, **W.E.B. Dubois, 1960**

A National Recreation Trail that focuses on environmental advocacy. Visitors will find interpretive panels and kiosks that tell the story of the River Walk's trail making, cleanup and ecological activities. New interpretive stations in the **Du Bois River Garden** park also tells the story of W.E.B. Du Bois. Nearby is the Du Bois National Historic Site project that commemorates Du Bois' remarkable scholarship and his example as an activist, leader and educator.

Rachel Fletcher, Director 413-528-3391 or river@gbriverwalk.org

Ohio & Erie Canalway Heritage Area - Guiding Visitors to Outdoor Adventures

The Ohio & Erie Canalway works to help preserve and celebrate the rails, trails, landscapes, towns and sites that grew up along the first 110 miles of the canal that helped Ohio and our nation grow. ohioandieriecanalway.com

Working with Cuyahoga Valley National Park, the Ohio & Erie Canalway offers residents and visitors programs of real-world and online adventures

Questing

More than thirty free outdoor adventure series involve more than 2,000 visitors from 10 states. Part Dr. Seuss and Sherlock Holmes, **Quests** take people of all ages on walking journeys organized around interesting stories. Developed by local expert's, these walks offer "favorite outings" with things to look for and special needs considerations.

Check out Canalway Quests at

<http://www.ohioandieriecanalway.com/Main/AllSectionsQuesting.aspx>.

Around the Ohio & Erie Canalway in 31 Days!

A regional social media campaign involved partners and players across the region & around the country to learn while playing a game - complete with partner donated experiences as prizes.

- Some stats: 2011 - 60K people reached/week; 2012 - Up to 150K people reached/week One-Quarter Million Total Impressions
- 3 out of 4 players ranked it a "10"

Take a look at the 2012 campaign -

<http://www.ohioandieriecanalway.com/Main/Pages/88.aspx>

The Delaware and Lehigh National Heritage Corridor – Healthier Lifestyles

Get Your Tail on the Trail

Collaborating with St. Luke's University Health Network, Delaware & Lehigh are building awareness and making D&L communities healthier.

Now in its third year, more than 3000 residents logged more than 300,000 miles.

By joining efforts and tracking miles walked, biked or run on the heritage trail this fun community outreach links healthy lifestyle expertise with the D&L's active transportation facilities, hospital staff, clients and the public to successfully reach their wellness goals.

To learn more about the program visit the links below:

PowerPoint: <https://www.dropbox.com>

Website: <http://tailonthetrail.org/>