

## News Release

### FOR IMMEDIATE RELEASE

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## Interactive Website Puts Thousands of Miles of Northern Michigan Trails at Your Fingertips

TRAVERSE CITY, MI— A new, interactive website will be the go-to source of information about northern Michigan's vast network of trails and points of interest.

Up North Trails, located at [upnorthtrails.org](http://upnorthtrails.org), allows users to interact with and explore more than 5,300 miles of trails across the northern Lower Peninsula. The site encourages outdoor enthusiasts to select trails based on trail use and/or location, and a host of additional features allow them to learn more about hundreds of individual trail systems and segments across the state.

"We wanted to give users a one-stop shop for information about our trail systems," said Denise Cline, a GIS Specialist with the Northeast Michigan Council of Governments. "Up North Trails will be a great new tool for everyone looking to get outside in northern Michigan."

Among other features, the site:

- Incorporates all trails in a highly functional, interactive map that includes filters for trail use and location
- Gives users a wealth of information about each individual trail, including separate uses for each trail segment when applicable
- Allows users to see trailheads and points of interest near each trail

"Up North Trails is the first of its kind in Michigan as it provides information about all trail systems in the region, whether you are a bicyclist, snowmobiler, hiker, or horse rider," said Matt McCauley, Director of Regional Planning & Community Development for the Northwest Michigan Council of Governments.

(MORE)

The site also was built with mobile users in mind, and is fully functional on tablets, mobile phones and other devices.

Up North Trails is the collaborative effort of 53 organizations that shared a common goal of promoting northern Michigan's impressive trail system, for both recreational and economic development purposes. The finished site provides a fun, engaging and useful way for residents and visitors to locate new outdoor adventures.

For more information, visit [upnorthtrails.org](http://upnorthtrails.org) or contact Denise Cline at (231) 228-2133 or Matt McCauley at (231) 929-5061.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at [tomwhite@nwm.cog.mi.us](mailto:tomwhite@nwm.cog.mi.us) and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5044. Check our online Media Room at: [nwm.org/media](http://nwm.org/media)

Founded in 1974, the Northwest Michigan Council of Governments (NWMCOG) facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, YouthBuild, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services NWMCOG offers if you visit our web site, [nwm.org](http://nwm.org)

NWMCOG's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.