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White Mountain National Forest and New Hampshire Fish and Game Department Launch New Hampshire Hiker Safety Campaign *hikeSafe initiative is the first campaign of its kind*

White Mountains, NH — The White Mountain National Forest and New Hampshire Fish and Game Department have launched a joint effort to create and develop a Mountain Safety Education Program — the first of its kind — for New Hampshire called hikeSafe.

hikeSafe will educate those hiking throughout New Hampshire about the steps they must take in order to be prepared before entering the forest. This is the first campaign focusing on hiker safety to target, on a grand scale, campground users, summer camps and group leaders, as well as day hikers and backpackers. The initial launch is set for May 2003, beginning with the development of the new hikeSafe logo and Hiker Responsibility Code. The campaign will expand to include a wide variety of media outlets, including a website, www.hikesafe.com.

“The hikeSafe program is our way to build a greater appreciation and awareness of the outdoors through education,” said White Mountain National Forest Recreation and Wilderness Leader Rebecca Oreskes. “This new effort is dovetailing with the work of volunteer organizations who have been informing hikers of the potential dangers they face in the White Mountain National Forest—making sure that their experience is not only memorable and enjoyable, but safe as well.”

“We’ve worked tremendously hard to get where we feel we’re prepared to respond to any potential rescue situation,” said New Hampshire Fish and Game Department Lieutenant Todd Bogardus, “but we’re also hoping that the hikeSafe program will be a great educational tool so we can avoid rescue scenarios.”

Glen Group of North Conway, New Hampshire has been selected to work with New Hampshire Fish and Game Department and White Mountain National Forest to develop hikeSafe.

Glen Group president Nancy Clark said, “We at Glen Group spend nearly all of our free time outdoors, and know that although someone may be physically fit, they must also be specially prepared when heading out into the mountains. This is a tremendous opportunity for us to showcase our talents while taking part in something we truly believe in.”

Glen Group will also work to develop and schedule educational presentations, create marketing materials, and outline a full public relations plan focusing on media opportunities for print, radio and television.

For more information, please visit www.hikesafe.com, or contact Rebecca Oreskes of the White Mountain National Forest, 603.466.2713 x212 or roreskes@fs.fed.us; Lt. Todd Bogardus of New Hampshire Fish and Game Department, 603.744.5470 or tbogardus@starband.net; or Ryan Triffitt of Glen Group, 603.356.3030 or ryan@glengroup.com.

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www.hikesafe.com

hikeSafe was developed and is endorsed by the White Mountain National Forest and New Hampshire Fish and Game