



CONTINENTAL DIVIDE TRAIL COALITION BUSINESS SUPPORT

Help Us Complete, Promote, and Protect the Continental Divide Trail

What is the Continental Divide Trail Coalition?

The Continental Divide Trail Coalition (CDTC) is a non-profit organization whose mission is to complete, promote, and protect the Continental Divide National Scenic Trail (CDT). Stretching 3,100 miles from Mexico to Canada along the Continental Divide, the CDT is the highest, most challenging, and most remote of the 11 National Scenic Trails designated by Congress. It provides recreational opportunities ranging from hiking to horseback riding to hunting for thousands of visitors each year. While 95% of the CDT is located on public land, approximately 150 miles are still in need of protection.

What is a Gateway Community?

Working in partnership with CDTC, CDT Gateway Communities are towns and counties which recognize the unique economic, recreational, and cultural value that the Continental Divide Trail provides as it passes through or near their town. Gateway Communities are known along the trail as friendly places to stop and visit, and are a vital part of CDTC's work to protect and promote the trail. They provide services needed by long-distance hikers and other tourists who want to visit the CDT, educate local residents, and advocate for continued access to public lands.



Why should businesses support CDTC?

Businesses in CDT Gateway Communities and other towns near the trail have a unique opportunity due to the revenue the CDT brings from tourism, outdoor recreation, and protection of open spaces along its length. In a 2017 survey of small businesses along the CDT, 88.5% of business owners reported that trail users had an impact on their business. By utilizing their proximity to the trail, businesses can reach a wide audience of locals, visitors, and long-distance hikers alike, and will join the ever growing network of support for the CDT. As part of this support system, you can promote the trail and the economic and recreational benefits it provides to your community and beyond.

How can businesses support CDTC?

- Become a CDTC Business Member (learn more at bit.ly/CDTCbusiness)
- Provide information about the CDT and CDTC's work in your storefront
- Support or participate in local Gateway Community efforts (or help your town become a Gateway Community!)
- Offer discounts to CDTC members
- Become a CDTC Trail Adopter or offer employees time to volunteer on trail
- Create a product referencing the CDT
- Offer shuttle and/or bike loan services to hikers passing through town

If your business already supports the Continental Divide Trail - or you're ready to start - we want to help you show off your CDT pride! Fill out and send in the form on the back and we'll send you a CDT Business Supporter decal for your storefront.

Show Your Support for the CDT!

Mail in this form to the Continental Divide Trail Coalition at 201 N. Hudson St. Silver City, NM, 88061, or fill it out online at bit.ly/CDTsupport to receive a free CDT Business Supporter window decal to display in your storefront!

Business Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Website: _____

Contact Information:

First Name: _____ Last Name: _____

Phone Number: _____ Email Address: _____

How does your business support the CDT and/or CDTC?

Would you like to receive CDTC membership brochures to display in your storefront?

Yes, please send me brochures to display!

An important part of CDTC's mission is to protect the Continental Divide Trail. Small businesses are a vital part of our grassroots efforts! Let us know if you are interested in using your voice on behalf of the trail.

Yes, feel free to contact me about opportunities to help protect the CDT

By signing below I pledge that _____ (business name), will continue to follow the above stated support and benefits for at least one year. Logo and participation should not be used for political or other purposes not supported by the CDTC, and must adhere to non-discrimination principles.

Signature: _____ Date: _____