TennGreen Land Conservancy launched the Hike-a-Thon—a first-of-its-kind event in the Southeast—in 2021.

Through this month-long competition, people of all ages and abilities can explore outside and raise funds to protect Tennessee’s lands and waters. The Hike-a-Thon is a free event that’s managed virtually and offers competitions and prizes for a wide range of outdoor enthusiasts.

This event wouldn’t be possible without your generosity. Thank you for making the 2023 Hike-a-Thon a tremendous success!

### 2023 Highlights

In April, **503 hikers, paddlers, mountain bikers, climbers, and trail runners** participated in the third annual Hike-a-Thon. Hike-a-Thoners **raised more than $164,000** while exploring everywhere, from neighborhood parks to the Italian coast and the mountains of South Korea.

- **8,807 MILES EXPLORED**
  - with 17 participants hiking more than 100 miles each and two participants hiking more than 200 miles each!

- **2,014 ADVENTURES COMPLETED**
  - in 23 states, five countries, and one US territory!

- **111,000+ FEET CLIMBED**
  - that’s ~21 miles and equivalent to climbing Mount Everest nearly four times!

- **$164,910 RAISED**
  - more than doubling the amount raised in the event’s first year and exceeding fundraising goals TWICE during the competition.

- **6,499 MILES HIked**

- **699 MILES PADDLED**
  - with two participants paddling more than 150 miles each!

- **547 MILES TRAIL RUN**

- **1,039 MILES MOUNTAIN BIKED**

- **75 TEAMS CREATED**

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**Youngeun Joung of HK Architects adventuring at Bukhansan National Park, listed in the Guinness Book of World Records as the “Most Visited National Park per Unit Area.”**

**BEST PHOTO WINNER**

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**Scan to watch Recap**
MARKETING & OUTREACH RESULTS

TennGreen encouraged participation and raised awareness for the Hike-a-Thon using various methods.

The Hike-a-Thon was advertised and promoted in March, focusing most heavily on the Nashville and Chattanooga markets to maximize advertising dollars. The event garnered substantial publicity, from outlets including (but not limited to):

- Nashville Guru—site has more than 12,000 visitors daily!
- WGNS Radio—site has over 800,000 unique visitors and over 1M page views monthly!
- News 2, Nashville (WKRN)
- News 12, Chattanooga (WDEF)
- FOX Chattanooga (WTVC)
- Local News 3, Chattanooga (WRCB)
- Herald-Citizen
- Crossville Chronicle
- Nashville Public Radio (WPLN)—station has over 571,000 unique listeners monthly!
- The Daily Memphian
- Nashville Post
- Williamson Home Page
- Mornings on Main Street
- The Wilson Post
- The Murfreesboro Post
- The Connection
- Day Fire Podcast
- The Gallatin News
- NOOGAtoday & NASHtoday—this content garnered more than 175,000 impressions and 114,932 unique opens!
- Nashville Scene
- The Tennessee Conservationist
- Davidson County Source, Williamson Source, Rutherford Source, Sumner County Source, Dickson County Source, Cheatham County Source, Maury County Source, Wilson County Source
- Chattanooga.com
- Cheatham County Exchange
- Dickson Post

The Hike-a-Thon contributed to significant growth and engagement of key audiences.

- 9.2% increase in e-news subscribers (+446)
- 215% increase in total website users (16.9K)
- 297% increase in website page views (43.4K)
- 485% increase in social media impressions (747.3K)
- 303% increase in Facebook page likes (+459)
- 191% increase in Instagram followers (+274)
- 77% increase in organic search impressions (203K)

Percentages show (March 1–May 12) vs. previous period.
BRAND VISIBILITY

Hike-a-Thon sponsors and in-kind donors received special recognition from TennGreen for their generosity.

Sponsors of all giving levels received recognition on or in the following:

- Hike-a-Thon Website | 27,952 Page Views (March 1–May 12)
- 6 E-Blasts | 11,785 Opens
- Hike-a-Thon T-Shirts | 500+
- The Conserver (Summer ’23) | 2,500

AS BENEFITS INCREASED BY GIVING LEVEL, LEAD SPONSORS ACHIEVED MAXIMUM VISIBILITY THROUGH ADDITIONAL INCLUSION:

- 4 Press Releases | Picked Up by Outlets Reaching Hundreds of Thousands of Tennesseans
- Social Media Posts* | 45,366 Accounts Reached (March 1–May 12)
- Hike-a-Thon Postcards | 2,800
- The Conserver (Spring ’23) | 2,500
- Promotional Posters | 300
- Restroom Ads (Print) | 100
- Hike-a-Thon Recap Video*
- Table Displays at Community Events

*5K level sponsors received a variation of these benefits.
TESTIMONIALS

“Bailey is deeply invested in TennGreen Land Conservancy's work and mission to conserve land where people and nature can thrive. Our team at Bailey always loves participating in the Hike-a-Thon—it’s a great way to get outside, make connections with co-workers, and explore all of the incredible places that TennGreen has protected throughout the state.

Ryan Bailey
VP of Finance & Operations

We believe that our Earth is a gift worth taking care of—and that a healthier planet starts with each of us. Which is why we are honored to support TennGreen Land Conservancy and to share in its mission to conserve, preserve, and protect our most vital resources here in our home state. With every pint of Bearded Iris, you join us in this vital work!

Bearded Iris
Brewing Team

“TennGreen Land Conservancy's Hike-a-Thon has been a life-changing event for me, and all for a great cause! The Hike-a-Thon gave me motivation to lengthen my daily hike and explore new trails. I found the more time I dedicated to hiking, the better I felt . . . I loved my invigorating solo hikes, and I also really enjoyed catching up and bonding with friends and family on group hikes. I was sad to see Hike-a-Thon come to an end, but I'm determined to keep hiking. I can’t wait until next year!

Susan Hager
2022 & 2023 Participant

“Cumberland Kayak & Adventure Company loves supporting TennGreen Land Conservancy, and the Hike-a-Thon is our favorite way to do it! We're outside exploring Tennessee's beautiful rivers, waterfalls, hills, and mountains every single day, which constantly reminds us how fortunate we are that TennGreen has worked tirelessly for over 25 years to protect these amazing natural resources forever.

Jordan Mueller
General Manager

Jordan Mueller kayaking at the base of Fancher Falls.
Spending time in nature does us all good. Sphere is proud to support TennGreen Land Conservancy and its mission to protect the natural areas in Tennessee. We appreciate the work it does to preserve the state’s beauty for generations to come.

ANDREW RUEFF
Executive Chairman