

HIKE-A-THON

IMPACT REPORT 2026



TENNGREEN
LAND CONSERVANCY

WATCH
RECAP
VIDEO:



HIKE-A-THON 2026 RAISES \$306,946 TO PROTECT TENNESSEE'S LANDS & WATERS!

Through the Hike-a-Thon, people of all ages and abilities got together outside and in nature to explore and raise funds—all to protect Tennessee's natural treasures. This month-long event is free to participate in, managed virtually, and offers competitions and prizes for a wide range of outdoor enthusiasts.

This event wouldn't be possible without the generosity of sponsors and in-kind donors. Thank you to all who made 2026 our biggest Hike-a-Thon yet!



BACH TO NATURE TEAM 261



In April, **1,398 hikers, paddlers, mountain bikers, climbers, and trail runners** participated in the sixth annual Hike-a-Thon. Whether hiking in Tennessee State Parks, trekking through Death Valley National Park, or exploring Sydney, Australia, Hike-a-Thoners once again surpassed both fundraising and adventure goals.



**\$306,946
RAISED**



**17,836 MILES
ADVENTURED**

in **41 states**
& **13 countries!**



**1,398
PARTICIPANTS**

WHY DOES YOUR COMPANY SUPPORT HIKE-A-THON?

Because we care about the places we call home. Supporting land and water conservation is a natural fit for us. Plus, it's a great excuse to get outside and give back.

- LEE COMPANY



IMPACT

The Hike-a-Thon supports the year-round conservation work of TennGreen Land Conservancy, **protecting lands where people and nature can thrive.**

The oldest accredited statewide land conservancy, TennGreen offers multiple options to permanently protect large natural areas that support Tennessee's biodiversity and inspire more people to adventure outdoors.

**TO DATE, TENNGREEN
HAS PROTECTED:**

**56K+ ACRES
OF LAND**

**83 RARE SPECIES'
HABITATS**

**67 PUBLIC SPACES
FOR STATE AND
LOCAL PARKS,
NATURAL AREAS, ETC.**

"Tennessee is a beautiful state and a place Bearded Iris is lucky to call home. We love the work that TennGreen does to preserve that beauty for generations to come."

— BEARDED IRIS BREWING



A FEW RECENT SUCCESSES THAT YOUR **HIKE-A-THON** SPONSORSHIP MADE HAPPEN:



OVER 1,000 ACRES ADDED TO HEAD OF THE CROW STATE PARK

And **670 acres** added to **Savage Gulf State Park**! Numerous rare species have been documented on these properties, including wood lily, eastern slender glass lizard, yellow crested orchid, and the federally endangered white fringeless orchid. Savage Gulf also contains one of the largest remaining populations of white fringeless orchid across its iconic landscape, making the protection of adjacent habitat particularly important to the species' long-term survival. Additional Indigenous rock art is now protected at Head of the Crow, too.

100 ACRES PROTECTED AT BASIN SPRING

"Basin Spring is where five generations of our family have hiked, waded, gardened and grown," said Dr. Joseph A. Little, III, about this property in Williamson County, now protected forever with a conservation easement.

EXPANDING PROTECTION FOR THE CUMBERLAND TRAIL

Together, two new tracts of land protected this year strengthen the protected landscape surrounding the Cumberland Trail—a more than 300-mile corridor that will connect a long-distance hiking trail through one of Tennessee's most remarkable natural landscapes—the Cumberland Plateau.

And there is so **much more** to come!

INTERESTED IN SPONSORING **HIKE-A-THON 2027?**



Email hikeathon@tenngreen.org,
scan the QR code, or visit:

tenngreen.org/hikeathon/hike-a-thon-sponsorship-opportunities/



BRAND VISIBILITY

Hike-a-Thon sponsors received special recognition from TennGreen for their generosity. Sponsors of *all giving levels* received the following recognition:

HIKE-A-THON & TENNGREEN WEBSITES

**25K+
VIEWS**

TENNGREEN E-BLASTS*

**UP TO 42K+
DELIVERED**

HIKE-A-THON T-SHIRTS

**1,398+
SHIPPED**

As benefits increased by giving level, lead sponsors achieved maximum visibility through additional inclusion:

- Social Media Features | **33,967 Total Views**
- Hike-a-Thon Videos | **11,660 Views**
- Direct Mail Pieces | **5,898**
- Nashville Guru Hike-a-Thon Article | **1,812 Views**
- Hike-a-Thon Posters | **550**

TennGreen also encouraged participation and raised awareness for the Hike-a-Thon through a variety of paid, owned, and earned media.

DIGITAL ADS

**1.8M+
IMPRESSIONS**

BILLBOARD

**1.7M+ EST.
IMPRESSIONS**

E-BLASTS

**289K+
DELIVERED**

The Hike-a-Thon garnered significant media and community attention, resulting in coverage across broadcast, print, and digital platforms:

NewsChannel 5
NASHVILLE



Interviewed by **Tony Sloan**
for top morning TV segment

NEWS 2abc
WKRN-TV | NASHVILLE



Interviewed by **Stephanie Langston**
and **Laura Schweizer** for "Local on 2"
TV segment

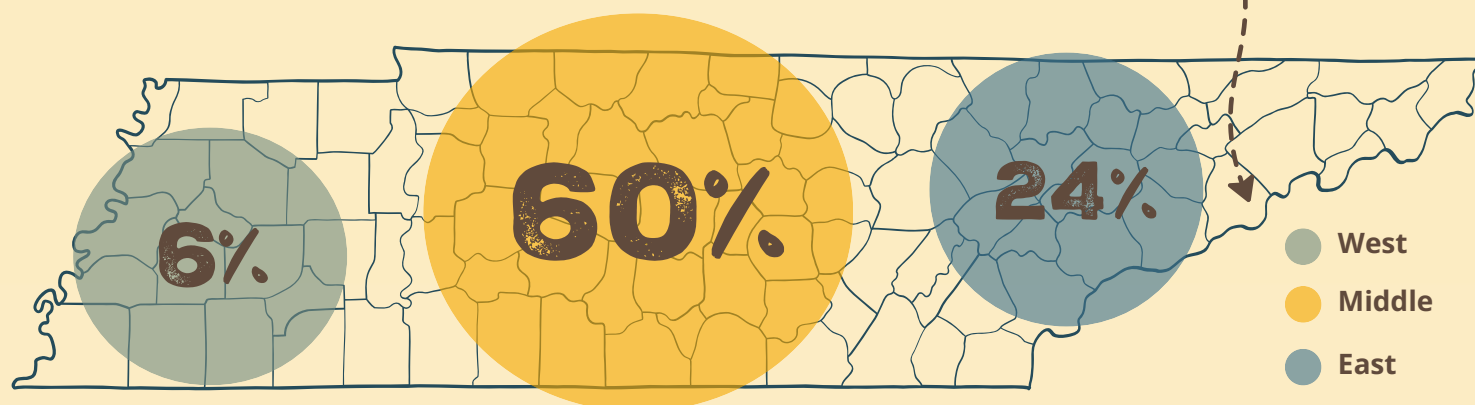
WSMV4



Interviewed by **Carole Sullivan**
for a TV segment & online article

90%

OF PARTICIPANTS' ADDRESSES
ARE IN TENNESSEE.



West
Middle
East

*percentage of total
participants in each
region of Tennessee*

**THE HIKE-A-THON
CONTRIBUTED TO
GROWTH & ENGAGEMENT
OF KEY AUDIENCES
ACROSS SOCIAL MEDIA.**

2.6M+ TOTAL VIEWS

**69K+ TOTAL
INTERACTIONS**

**4.5K+ NEW
FOLLOWERS**

**19K+ WEBSITE
VISITS FROM
SOCIALS**

Land conservation is vital to protecting the natural resources that sustain us—clean water, fresh air, and biodiversity—while strengthening resilient communities and safeguarding the future of our planet.

Even small actions, like participating in events such as the Hike-a-Thon or supporting conservation organizations, can make a meaningful impact. By working together, we can preserve these spaces so both people and nature continue to thrive.

— ORACLE

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