



Offering the Final \$5,000 Donation, Explore Butte County Closes the Gap and Helps Move the Colby Mountain Recreation Project Forward

BUTTE COUNTY, Calif. (July 7, 2021) – Committed to being a steward of the land and a champion of promoting the abundance of outdoor activations that await in the North State, Explore Butte County has donated the final \$5,000 needed to close the gap and move the Colby Mountain Recreation Project forward. Explore Butte County has joined other dedicated partners that include Butte County Resource Conservation District, Chico Velo, and Northern California Regional Land Trust to open an underappreciated corner of the Lassen National Forest to outdoor enthusiasts. Now that all needed funding has been secured – which includes an initial \$50,000 donation from the Friesen Foundation along with \$221,000 in approved future funds from the Sierra Nevada Conservancy – the visionary project is expected to be “shovel ready” for a groundbreaking in early 2022.

Of special appeal to hikers, outdoor enthusiasts, athletes and adventurers of all ages and abilities, the Colby Mountain Recreation Project is a collaborative effort that envisions 40 miles of high quality, non-motorized trails in Lassen National Forest. What started as a concept designed to create a recreational tourism attraction for an area that was devastated by the 2018 Camp Fire, the multi-faceted project now incorporates forest health demonstration sites, environmental education facilities, day-use and emergency response amenities, and an extensive network of multi-use trails. Ultimately, the project will establish a newfound sense of pride for the area that will welcome a new generation for those seeking adventure or quiet escape to the hidden gem that is Jonesville.

“We welcome and applaud innovative efforts such as the Colby Mountain Recreation Project that drive exploration of, appreciation for, and tourism to our region,” said Carolyn Denero, Explore Butte County Executive Director. “The recreational appeal and potential of our breath-taking wide open spaces cannot be understated when it comes to further elevating our emerging brand identity and becoming an even greater economic driver for the region.”

Earlier this year – and as part of the effort to showcase the beauty of its wide-open spaces and the hundreds of miles of hiking trails that run through the area – Explore Butte County curated and launched a list of 35 amazing local hikes as part of the popular and free #HikeButteCA pass

Source: Explore Butte County (www.ExploreButteCounty.com)

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program that continues through December 31, 2021. The #HikeButteCA pass and tracking program offers helpful hike descriptions, best time of year to visit, driving directions to the suggested parking areas, links to trail maps, game check-in location information, and much more.

For more information about the Colby Mountain Recreation Project, please visit www.chicovelo.org/colby.html. For more information about #HikeButteCA, please visit this [webpage](#); for more information about hiking available in Butte County, please visit www.explorebuttecounty.com/explore/outdoor. For more information about Explore Butte County in general and suggested places to visit, shop and/or to pick up picnics and food-to-go, please visit www.explorebuttecounty.com or follow on social media – Facebook at www.facebook.com/explorebutteca and @ExploreButteCountyCA on Instagram and @ExploreButteCA on Twitter. Also, a comprehensive and downloadable travel guide (beneficial for locals, too) is available at www.explorebuttecounty.com/more/visitor-guide.

PRESS: Download #HikeButteCA photos and video [here](#)

SOCIAL MEDIA TAGS: #ExploreButteCA, #HikeButteCA, #ColbyProject

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