



## **It's Time to Hit the Trails in the North State... Explore Butte County “Gamifies” Hiking by Launching Fun & Free #HikeButteCA Pass Program**

**BUTTE COUNTY, Calif. (February 16, 2021)** – With spring just around the corner and social distancing measures in mind, wanderlust Californians eager to get out and about are undoubtedly looking to the great outdoors for activities – like hiking – to enjoy close to home.

In a move to showcase its abundance of wide-open spaces and the hundreds of miles of hiking trails that run through the area, Explore Butte County (the local Destination Marketing Organization) has curated a list of 35 amazing local hikes categorized by level of difficulty: Easy, Moderate and Difficult (for those looking for a challenge). To encourage community members of all ages to hit the trails Explore Butte County is launching a #HikeButteCA pass program that allows users to track progress and includes a game with the chance to win limited-edition prizes (the more hikes completed, the more swag hikers earn along with more chances to win). Free to participate, the #HikeButteCA mobile pass program officially launches February 17 and continues through December 31, 2021. The new #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 those new to hiking, wanting a few tips and/or wanting to see a glimpse of the hikes available, a short video is available [here](#).

“We are thrilled to be one of the first in the region to ‘gamify’ hiking in an effort to showcase our truly amazing outdoor offerings,” said Carolyn Denero, Explore Butte County Executive Director. “Keep in mind, our carefully curated list of hikes is just the beginning of adventures that await in Butte County. While the exciting new program extends through the entire year, for a truly unique and seasonal experience, I highly encourage expert hikers to visit one or more of the 14 winter waterfalls flowing/falling right now along the ‘Many Waterfalls Hike’ on North Table Mountain Ecological Reserve. For those a little less experienced, now would be the time to plan your wildflower and waterfall hike for the spring, following the Phantom Falls hike information (also on North Table Mountain Ecological Reserve). The majestic beauty of all will simply take your breath away!”

**Source:** Explore Butte County ([www.ExploreButteCounty.com](http://www.ExploreButteCounty.com))

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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](http://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](http://www.explorebuttecounty.com) or follow on social media – Facebook at [www.facebook.com/explorebutteca](http://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](http://www.explorebuttecounty.com/more/visitor-guide).

For the latest information about what Butte County attractions, points of interest, restaurants, breweries, wineries, and lodging options have safely reopened for business, regularly updated information is available at [www.explorebuttecounty.com/more/butte-county-reopens](http://www.explorebuttecounty.com/more/butte-county-reopens).

**PRESS:** Download photos and video available [here](#);

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

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