



Explore Butte County Partners with Upper Park Clothing & Chico Velo Trailworks to Launch Fun New #HikeButteCA Wearables Campaign

Partnership Has Special “Give Back” Component Designed to Elevate and Support Local Trail Education & Maintenance

BUTTE COUNTY, Calif. (August 18, 2021) – Explore Butte County has launched the “Hike Butte & Give Back” wearables campaign in partnership with Upper Park Clothing and Chico Velo Trailworks to elevate ongoing education and maintenance for local trails as well as celebrate the popular #HikeButteCA digital pass program.

Already engaged in the #HikeButteCA effort as the original creator of the Hike Butte logo and by procuring many of the swag items that program participants can win, Upper Park Clothing recently designed and introduced a new “wearables” collection of t-shirts, hoodies, socks, and more that feature the iconic outdoor landmarks Monkey Face, Big Chico Creek, Phantom Falls, and Bear Hole. Perfect for outdoor enthusiasts and as great gift ideas, the eye-catching [branded merchandise](#) is now available online and in Upper Park’s Downtown Chico storefront at 122 W. 3rd Street, Chico.

Fundraiser for Local Trails

As a special “give back” component, 25% of the profits from each sale are being donated to Chico Velo Trailworks, an organization that actively supports the creation and maintenance of sustainable and enjoyable trails in the region. The donated funds will be used for resources such as new crew tools, crew incentives, additional paid staff as needed to continue maintaining the trails in Bidwell Park and to expand to other public trails as needed.

“We are thrilled the #HikeButteCA program has been such a resounding success and are proud to be able to partner with two amazing local organizations also dedicated to the stewardship of our land and maintenance of our outdoor trails,” said Carolyn Denero, Explore Butte County CEO. “We hope the community and visitors to the area will show their support for Butte County trails by buying and sporting these fun new t-shirts, hoodies, socks and more, all that offer a ‘give back’ with every purchase.”

Celebrating the Outdoors with the #HikeButteCA Pass

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

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

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launched a list of 35 local hikes as part of the popular and free #HikeButteCA pass 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.

RESOURCES

Please find more information using the following links and resources:

- [#HikeButteCA pass](#)
- [General information about hiking in Butte County](#)
- More information about [Explore Butte County in general and suggested places to visit](#), shop and/or to pick up picnics and food-to-go

Follow Explore Butte County on social media:

- [Facebook](#) - @ExploreButteCA
- [Instagram](#) - @ExploreButteCountyCA
- Twitter - @ExploreButteCA

You can also request a physical copy or view a digital version of [Explore Butte County's Adventure Guide](#).

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

SOCIAL MEDIA TAGS: #ExploreButteCA, #HikeButteCA

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