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Local Trail Selected for National Online Contest
Up to \$140,000 to be distributed based upon results

San Diego, CA – October 14, 2016 The San Diego River Trail is one of twelve trails nationwide to be considered for a share of \$140,000 as part of an online voting contest called the Extra Mile Campaign. The San Diego River Park Foundation is calling for all San Diegans to show their local pride and cast a vote in this contest.

The Extra Mile Campaign is a collaboration between the American Hiking Society and Michelob ULTRA.

People can vote for the San Diego River Trail at www.michelobultra.com/theextramile. Voting runs until November 26th and, unlike many contests, people can only vote once.

The San Diego River Trail is a regional multi-use trail under development that will one day stretch from trails in the mountains to Dog Beach in Ocean Beach.

The vision for the San Diego River Trail was established in 2002 as part of a conceptual plan developed by The San Diego River Park Foundation for a San Diego River Park system. Portions of the River Trail have already been completed in Mission Bay, Mission Valley, Santee and elsewhere.

“We are asking all San Diegans to cast a vote for the River Trail and help bring much needed funds to our community” stated Rob Hutsel, President and CEO of the San Diego River Park Foundation. “Voting for the San Diego River Trail is a great way to show the nation that San Diego loves the outdoors and supports access to nature for everyone.”

Funds received will be used by the River Park Foundation to support volunteer trail maintenance work in the San Diego River headwaters and, if enough votes are received, the funding may also be used to create an online interactive trail and park map.

The San Diego River Trail is currently in third place in the contest.

Proceeds from every case of Michelob ULTRA purchased between September 4 and November 26 will be allocated to the twelve competing trails through grants, up to a total of \$140,000. An additional \$5000 per group has already been pledged by Michelob ULTRA. The amount of funding awarded to each trail depends on the percentage of total votes received. To vote, you must be over 21 years of age, and you only can vote once (email registration required). No purchase is necessary to vote.

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About The San Diego River Park Foundation

The San Diego River Park Foundation's mission is to engage people to work toward a better future for the historic San Diego River and the creation of a 52-mile river parkway from the mountains to the ocean. The River Park Foundation is a non-profit community-based organization founded in 2001. Visit www.sandiegoriver.org for more information.