



Celebrating 60 years

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WTA Marks 60th Anniversary with Strategic Roadmap and Bold Vision For the Future of Trails and Public Lands

SEATTLE — Washington Trails Association (WTA) is celebrating 60 years of protecting the state's iconic landscapes and ensuring that outdoor spaces are more inclusive for everyone.

Throughout the year, WTA will be highlighting its growth, innovation and perseverance with stories about contributions from partners, volunteers, government officials, Tribes and communities that have helped advance their mission.

As the organization marks this milestone, it also looks to the future at a time when **public lands are at a critical juncture**. The combination of state and federal funding cuts, catastrophic wildfires and ever-growing trail usage has made WTA's mission more important than ever.

The organization's 5-year strategic roadmap reflects the biggest challenges trails face during this pivotal time and outlines the solutions developed to address those threats. WTA will direct its efforts into four focus areas:

- **Defending Washington's wild and iconic places**
 - Advocacy and trail work
- **Connecting all communities to trails**
 - Community outreach, volunteerism, digital tools and gear lending library expansion
- **Inspiring the next generation of outdoor leaders**
 - Youth leadership programs, education, training and resources
- **Building an outdoors movement**
 - This focus area is about partnership, community, passion and long-term impact. When the other focus areas come together, this focus area takes flight.

More information about WTA's strategic roadmap:

<https://www.wta.org/our-work/about/strategic-plan-2026-2030>

A few of WTA's biggest wins over the past 60 years:

- WTA has built or maintained 1,100 trails across the state.
- WTA's Hiking Guide has grown to include more than 4,000 hikes, and information on current conditions thanks to trip reports from hikers.
- WTA has helped more than 80,000 people speak up for public lands through advocacy.

To request interviews, please contact **Jessi Loerch**: jessi@wta.org

- ❖ WTA staff available for Interviews:
Jaime Loucky, Chief Executive Officer

About Washington Trails Association

Washington Trails Association (WTA) is the nation's leading state-based hiking and trail maintenance organization powered by the passion and dedication of hikers. Every year over 5 million outdoor enthusiasts come to us for education, inspiration and opportunities to protect and advocate for public lands. Together we work to ensure that Washington's trails remain sustainable and accessible to everyone for generations to come. By fostering a welcoming environment and engaging with the hiking community, WTA is committed to maintaining an inclusive organization where everyone feels valued, represented and able to contribute to the future of trails. **wta.org**