



Get Outdoors to Hike, Bike, Paddle & Save With Explore Butte County's All-New Adventure Pass

*With specials, discounts, and prizes, initiative encourages exploration of region's
300+ miles of trails and waterways*

BUTTE COUNTY, Calif. (March 28, 2022) – With spring in full bloom and Northern Californians looking for fresh new ways to enjoy the great outdoors, Explore Butte County is excited to launch an all-new Adventure Pass that showcases 20 hiking trails, 15 bike routes, five paddle locations, and numerous savings opportunities from local merchants.

Created as a mobile pass, the new Explore Butte County Adventure Pass is an expansion to the hugely popular #HikeButteCA effort launched in 2021. Both passes were designed to showcase the region's abundance of wide-open spaces, outdoor trails and inviting waterways. Plus, the new initiative helps to amplify shopping experiences – with special savings, discounts, and offerings for participants – that help to uplift local businesses. Easy to use and filled with resource-rich information, the new pass is available for download now via this [link](#), and will remain active through the end of February 2023.

“Especially after the overwhelming success of our #HikeButteCA effort from last year, our continuing goal is to launch an exciting and new activation every year,” said Carolyn Denero, Explore Butte County Chief Executive Officer. “Our brand-new Adventure Pass is a hybrid activation that includes hiking, biking, and paddling along with a valuable savings component that we think will be a welcome component for participants. Our hope is that residents and visitors will take time to appreciate the beauty of our region while discovering parks, preserves, and wetlands, and also supporting our valued local business community along the way.”

The 2022 Adventure Pass offers four categories so participants can choose adventures and track completion progress, including:

- **Hike** – each of the 20 hikes will have key information such as check-in locations, driving directions, maps, and detail about the hikes.
- **Bike** – each of the 15 routes will have key information such as check-in locations, driving directions, maps, and route details.
- **Paddle** – each of the five paddle locations will have key information such as check-in locations, driving directions, maps, and route details.
- **Save** – along the way, Adventure Pass holders can redeem special offers and valuable discounts from local retailers and restaurants. The savings component of the pass will become active May 1, 2022 and offers will be updated seasonally.

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

Media Contact: Traci Rockefeller Cusack, traci@trockcommunications.com or 916-213-4373

As an additional incentive, with each check-in, Adventure Pass participants will earn an entry to quarterly drawings for a chance to win a Butte County Adventure prize, valued between \$150-\$200. A complete listing of drawing/contest rules are available [here](#).

Given fun new activations will launch each year, a special Explore Butte County “marketplace” has been set-up that highlights any/all active initiatives all in one place at www.explorebuttecounty.com/explore-passes.

For more about information about Explore Butte County in general and suggested places to visit, shop, dine and/or recreate, 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 photos and video [here](#). Interviews available upon request.

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