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FOR IMMEDIATE RELEASE

L.L.BEAN EMPLOYEES DOCUMENT SCENIC VIEWS OF THE APPALACHIAN TRAIL

HARPERS FERRY, W.Va. (July 24, 2018) – L.L.Bean employees have taken on an extraordinary goal to document every scenic view as they hike all 2,190 miles of the Appalachian National Scenic Trail (A.T.).

Traveling in relay teams as they tackle the length of the Trail, L.L. Bean employees are photographing and evaluating scenic views. The criteria are part of the National Park Service (NPS) “Enjoy the View” a visual resource initiative which was introduced in 2014.



L.L.Bean employees are documenting all of the scenic views along the A.T. as they collectively walk 2,190 miles from Maine to Georgia.

"L.L.Bean is proud to partner with the Appalachian Trail Conservancy and the National Park Service to document the exceptional and beautiful locations that caused Congress 50 years ago to create the Appalachian National Scenic Trail," said Janet Wyper, manager of community relations for L.L.Bean. "L.L.Bean's mission is to encourage the shared joy of the outdoors for both current and future generations. Our employees' experience and participation in documenting views along the A.T. shines a light on this important trail which begins in Maine, where L.L.Bean is headquartered, and ends in Georgia."

Working closely with the Appalachian Trail Conservancy (ATC) and NPS, L.L.Bean challenged employees to collectively hike the A.T. to build *esprit de corps* to showcase the physical wellness benefits of spending time outside and to encourage hikers of all abilities to visit the A.T. this summer. More than three million people visit the A.T. each year.

As of the end of June, L.L.Bean employees had collected over 87 panoramic photos for further documentation and analysis. The ATC intends to use the photos and accompanying data to highlight the A.T. as one of the most important landscapes in the eastern United States.

“The Appalachian Trail Conservancy commends L.L.Bean for supporting this new meaningful program,” said ATC President & CEO Suzanne Dixon. “We expect that this program — and how volunteers are engaged — will benefit the A.T. and serve as a model for other similar efforts across the country. L.L. Bean demonstrates sincere, boots-on-the-ground commitment to making certain America’s special places are protected now and for future generations.”

"This volunteer effort by L.L. Bean employees will help trail managers in locating candidate sites for more detailed assessment and will provide important observations about the Trail’s scenic resources from a motivated and trusted Trail partner," said Wendy Janssen, NPS Superintendent of the Appalachian National Scenic Trail.

The goals of “Enjoy the View” tie closely with those of the A.T. Landscape Partnership, a coalition of organizations led by the ATC and NPS to protect the unique natural, scenic, recreational and cultural resources of the A.T. For more information on the landscape partnership initiative, visit www.appalachiantrail.org/landscape-partnership.

About the Appalachian Trail Conservancy:

The ATC was founded in 1925 by volunteers and federal officials working to build a continuous footpath along the Appalachian Mountains. A unit of the National Park System, the A.T. ranges from Maine to Georgia and is approximately 2,190 miles in length. It is the longest hiking-only footpath in the world. On October 2, 2018, the ATC will celebrate the 50th Anniversary of the National Trails System Act, which protects the A.T. and other scenic trails as part of the National Park System. The mission of the ATC is to preserve and manage the Appalachian Trail – ensuring that its vast natural beauty and priceless cultural heritage can be shared and enjoyed today, tomorrow, and for centuries to come. For more information, visit www.appalachiantrail.org.

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