



**Mission Trails Regional
Park Foundation**



**RAUL
CAMPILLO**

CITY OF SAN DIEGO • COUNCILMEMBER • DISTRICT 7

MISSION TRAILS REGIONAL PARK FOUNDATION ANNOUNCES HIKE-A-THON FUNDRAISER IN PARTNERSHIP WITH CITY LEADERSHIP

SAN DIEGO, CA – This morning, the nonprofit Mission Trails Regional Park (MTRP) Foundation announced its partnership with the office of San Diego City Councilmember Raul Campillo (D-7) and San Diego Parks and Recreation Open Space Division to present the first hike-a-thon fundraiser for Mission Trails: *Hit the Trails Hike-a-Thon for Mission Trails*. Registration is now open for this peer-to-peer fundraiser. Participants will recruit support from their networks, then track their activity from October 15, 2024, to January 15, 2025.

In honor of the upcoming 50th anniversary of the purchase of Cowles Mountain, the *Hit the Trails Hike-a-Thon for Mission Trails* encourages the community to explore the outdoors while raising funds to support Mission Trails, one of the largest urban parks in the country enjoyed by more than two million visitors each year. Mission Trails Regional Park is considered one of the three jewels of the City of San Diego’s park system alongside Balboa Park and Mission Bay Park. Mission Trails is comprised of more than 8,000 acres with 60 miles of trails.

The collective fundraising goal is \$100,000 and funds raised will support trail maintenance, educational programs for youth, and other important park initiatives.

“*Hit the Trails Hike-a-Thon* invites San Diegans to get outside, explore our region's hiking and walking trails, and to enjoy nature in a meaningful and impactful way,” said Councilmember Campillo. “Mission Trails Regional Park is a favorite of San Diegans and visitors for a reason; as a space for biodiversity to thrive and a vital recreational resource, it's critical that we continue to protect it. I encourage the community to have fun while giving back to Mission Trails Regional Park as it has given to us.”

“This event is for everyone, regardless of fitness ability,” said Jennifer Morrissey, Executive Director of the nonprofit Mission Trails Regional Park Foundation. “Since the community experiences Mission Trails in different ways, participants can choose their own activity for this event. They can track their miles by foot or by bike, and their activity can take place at Mission Trails, other parks or even in their own neighborhoods.”

Registration is now open so that participants can start their fundraising, but the activity portion will take place between October 15, 2024, to January 15, 2025, during the cooler season. Nearly a dozen teams have already signed up to raise money through the Hike-a-Thon initiative as momentum quickly builds throughout the community. More than ten park users and volunteers joined Councilmember Campillo, Park Rangers, and Mission Trails Regional Park Foundation staff at this morning’s news conference to express their excitement and support for the Hike-a-Thon. Prizes will be awarded to individuals and teams for most funds raised and most miles completed.

A link to register can be found at www.mtrp.org or directly here: [Support Hit the Trails Hike-a-Thon for Mission Trails | Pledgelt for Charities](#)

Link to b-roll, sound bites, and images:

https://drive.google.com/drive/folders/1Om1d5ntqJYmEWznJsbUVxVPGlln26o26?usp=drive_link

About the Mission Trails Regional Park Foundation

Founded in 1988, the Mission Trails Regional Park (MTRP) Foundation works in close partnership with the City of San Diego to preserve, protect, and improve Mission Trails. The MTRP Foundation provides educational and recreational opportunities to cultivate stewardship and foster an appreciation of the outdoors. The MTRP Foundation is a 501(c)(3) nonprofit organization, Federal Tax ID 33-0285093.

About Councilmember Raul Campillo

Councilmember Raul Campillo proudly represents the Seventh Council District of the City of San Diego and serves as the Chair of the Economic Development & Intergovernmental Relations Committee.