

Rocktown Trails

Presented by Mia Beauzieux, Ivan Cigarroa-
Ruiz, Huda Al-Bandara, and Grace Myo
With Harrisonburg Tourism



THE PROBLEM

Hillandale Park has over 13 individual biking and walking routes. Maintained by Shenandoah Bicycle Coalition and the International Mountain Biking Association. However, many people in Harrisonburg do not know about these amazing trails.



Our Solution

On May 6th we partnered with Harrisonburg Tourism to host an event in order to bring awareness to the Rocktown Trails at Hillandale Park.



PLANNING THE EVENT

The Steps & Process



NARROWING DOWN THE EVENT IDEA

We wanted the event to do the following

- Reach as many people as possible
- Be Simple
- Be Fun

Eventually we decided that a biking event would achieve all three. Plus, the trails are maintained by the Shenandoah bicycle coalition and Harrisonburg has a strong community of bikers.



EVENT PROMOTION



EMAIL



FLYER



PRESS RELEASES



SOCIAL MEDIA



NEWS COVERAGE



Press Release

Sent out April 24 to
several local
communities in
Harrisonburg



HARRISONBURG | VA
FRIENDLY BY NATURE



For Immediate Release – April 25, 2023

Contact: Megan Williams, Harrisonburg Tourism Marketing & Social Media Specialist
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Harrisonburg Tourism, HHS students team up to host biking event

HARRISONBURG, Va. – Harrisonburg Tourism has teamed up with a group of Harrisonburg High School students to help reintroduce a popular local amenity to those who are missing out on the fun.

Harrisonburg Tourism Presents: Explore Rocktown at Hillandale Park will take place starting at 1 p.m. on Saturday, May 6, at the Rocktown Trails at Hillandale Park, 801 Hillandale Ave. This event seeks to bring awareness to the trails and promote a healthy community, with options for all types of riders. The students – Huda Al-Bandar, Mia Beauzieux, Grace Myo, and Ivan Cigarroa Ruiz – will serve as leaders for the trails, which range from beginner to experienced riders. Riders should make sure to bring their own equipment, as bicycles will not be available at the event.

All riders at Explore Rocktown will have the same starting point. Riders will be split into three groups based on experience, with each group being led through two laps at different times. There will be a booth for registration as well as snacks by Harrisonburg High School's Earth Club, and a raffle will be held for participants to earn prizes.

Amenities such as the Rocktown Trails are vital to providing community members with a number of options to enjoy all the natural beauty The Friendly City has to offer.

"It means a lot that there are trails so close to me," Harrisonburg High senior Ty Hass said. "Being able to ride whenever I want on good trails is awesome, and most of them are trails made by fellow riders who volunteer. Also, the builders made a small space feel massive."

Anyone interested in this event may contact explorocktown@gmail.com for more information.

Additionally, if you love cycling, hiking, or just being outdoors, you can find a helpful resource toward exploring all area trails with the Harrisonburg Tourism Trail Guide. A digital copy is available at www.visitthharrisonburgva.com/area-trails.

The *City of Harrisonburg* is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 55,700 people. More information about the City of Harrisonburg is available online at www.HarrisonburgVA.gov.



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A Closer Look



HARRISONBURG | VA
FRIENDLY BY NATURE



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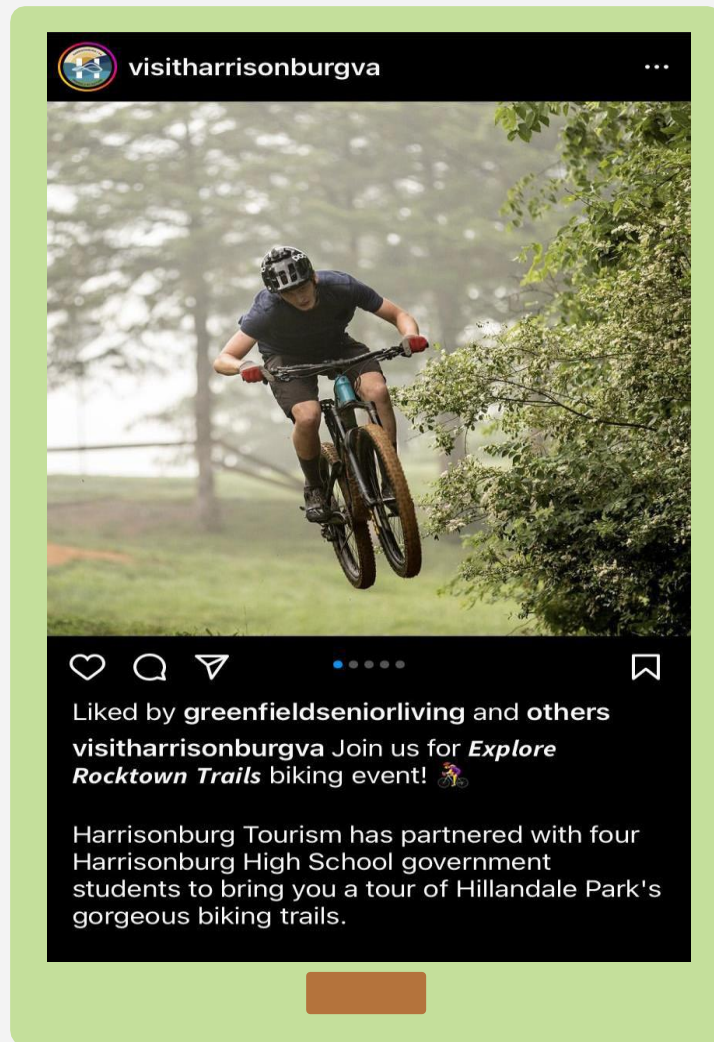
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SOCIAL MEDIA

Instagram
reached around
1,500 accounts





Visit Harrisonburg Virginia

May 5 · 🌐

Join us for **Explore Rocktown Trails** biking event! 🚴

Harrisonburg Tourism has partnered with four Harrisonburg High School government students to bring you a tour of Hillendale Park's gorgeous biking trails.



May 6 | 1



Hillendale Park



Rain or Shine



A ride through the trails for bikers of all experience levels



Learn about all of the hiking and biking trails in our area
explorerocktown@gmail.com for registration OR just plan to attend!

#visitharrisonburgva #harrisonburg #jmu #loveva
#rocktownrules #rocktownbicycles #biking
#bikinglife #bikingtrails #bikingadventures
#mountainbiking #getoutside #getoutdoors #getoutthere
#getoutandride
See translation



SOCIAL MEDIA

Facebook
reached around
7,000 accounts



FLYER

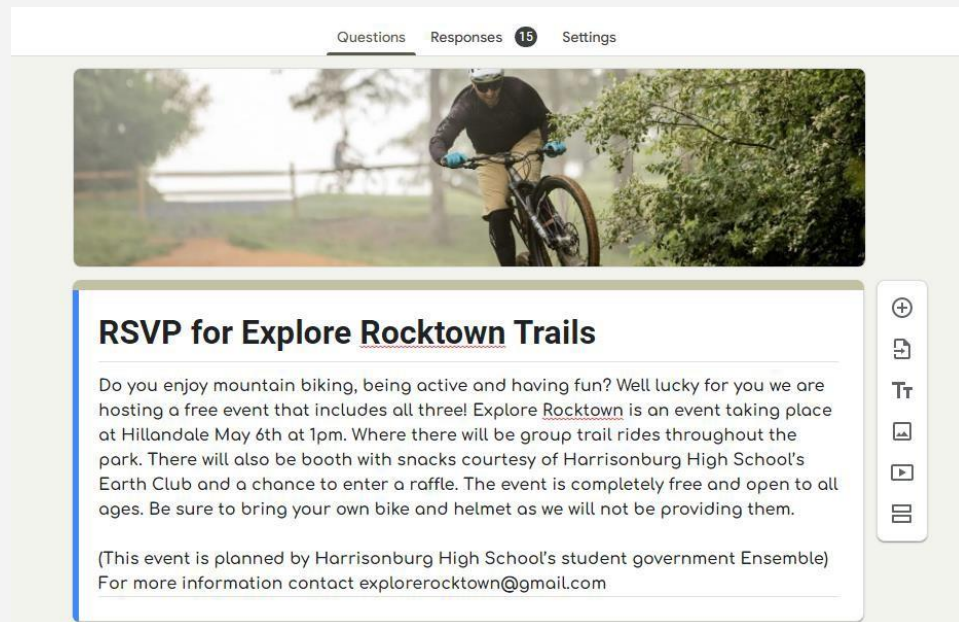
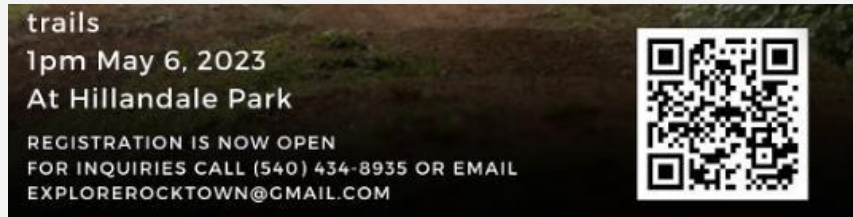
Created flyers and posted them to locations in Harrisonburg





Email

We created the email address exploreroctown@gmail.com in order to see the RSVPs for the event



Daily News Record



City Tourism, Students Team Up For Biking Event

[illegible]

Highlighting Black Heritage

'Artists For
Ukraine' S
Work

MORE PLANNING

- After promotions we
- planned the routes riders will take
 - gathered snacks and gifts
 - Picked a location to set up

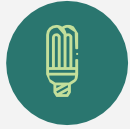


EXPLORE THE Rocktown Trails at Hillandale Park



**We hosted roughly a
dozen people and
received over 30 reviews
on our feedback survey.**

THE DAY OF THE EVENT



**We setup a table,
with water, snacks,
and gifts**



**We handed out
flyers and guide
maps**



**We rode the
trails in
sections**



**We interviewed
people about their
experiences with
the trails**



**The event started
at 1pm and ended
at 3pm**



**SETTING
UP**







**Add picture from
events here**



REVIEWS

**“I Enjoy the trails and how clean it is ” -J
smith**

**“ I love the growth and expansion of the
trail network” - Stephen Proffitt**

**“ I Love the trails because [there
is] plenty parking" -Georgette M**



“ Trails were great! I live in Alexandria and I love biking. I come to Harrisonburg often for work and these trails definitely make me want to spend more time in the area! ”- Dustin Green

**“Nice to play to visit in the summer”-
Jean M**



HOPE FOR THE FUTURE

**BRING AWARENESS
TO TRAILS**



**RELEASE PRINTED
TRAIL GUIDE**

**MORE SIGNS
AROUND THE
TRAILS**



THANKS!

OUR SUPERVISORS

MEGAN WILLIAMS
&
JENNIFER BELL

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