

## News Release

### ***For Immediate Release***

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### **Earn your badge: New Cape Breton Highlands hiking challenge**

Long known as a gem of a hiking destination, those visiting the Cape Breton Highlands can now earn a badge for stepping up to a new hiking challenge. Hike Nova Scotia and Cape Breton Highlands National Park have launched the new Cape Breton Highlands Badge as part of Hike NS's Hiker Challenge.

"There are some pretty iconic hikes in the Cape Breton Highlands," says Janet Barlow, Hike Nova Scotia Executive Director. "But there are some hidden gems that people aren't as aware of and this new challenge highlights those trails as well."

The new badge invites you to try one of four hidden gem hiking challenges over the course of a year:

- The Water Crystal: Hike five river or lake trails and dip a toe into 10 different bodies of water
- That's Some Rock: Hike three geologically significant trails and explore three beaches
- The String of Pearls: Hike 15 park trails or visit 15 accessible park venues
- The Moonstone: Hike one trail and visit every forest type in the park in each of the four seasons (plus, take one moonlit hike!)

To help launch the new badge, several guided hikes will take place in the park during the Canada Day long weekend.

"Parks Canada is proud to collaborate with Hike Nova Scotia to provide this new offer to visitors, and to have Cape Breton Highlands National Park included in the badge program. This program will help to increase awareness of the many spectacular locations within the national park, and provide yet another reason for Canadians to get out and enjoy the natural world which surrounds them," says Parks Canada's Blair Parody, Field Unit Superintendent for the agency's Cape Breton Field Unit.

The Hiker Challenge is about inspiring, motivating and rewarding hikers to start hiking or to hike more. Your reward for completing a challenge is a badge to show off on clothing or backpacks and making the Honour Roll. Prize draws happen each season for gift cards generously provided by The Trail Shop. There are several badges to earn across the province as part of the Hiker Challenge.

Learn more about the Hiker Challenge at [www.hikenovascotia.ca/projects-hiker-challenge](http://www.hikenovascotia.ca/projects-hiker-challenge).

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