



## News Release

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

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### **New Pictou County Coast hiking badge features beach walks**

Breathtaking beaches and coastal walks await you if you take the challenge. Hike Nova Scotia is launching the Pictou County Coast Badge with the Town of Pictou and the Municipality of Pictou County. It's the newest badge you can earn as part of Hike NS's Hiker Challenge.

"Who doesn't like walking a gorgeous beach and breathing in the fresh ocean air?" says Janet Barlow, Hike NS executive director. "This challenge promises experiences from rosy sunsets to wild winds to lazy breezes across inviting stretches of water."

The new badge challenges you to hike a total of 25 km along a selection of Pictou County coastal trails and beach walks within a year. Badges are \$5 for Hike NS paid members or \$7.50 for non-members.

Leighton Hayden with the Municipality of Pictou County and the Town of Pictou, says, "You can experience the beauty of Pictou County's scenic coastlines on our many trails and beach walks while you earn this badge. With at least nine different trails, beaches or parks to choose from, you're not going to be bored earning this badge!"

While you're at it, you can earn the Pictou County badge, launched in 2020 as part of the Hiker Challenge as well.

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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