



2012 HERITAGE WALKS--You're Invited to Partner with Housatonic Heritage to Celebrate and Promote Our Regional Heritage

We hope that you will consider joining us as a walk leader in the **2012 Heritage Walks program - taking place on two weekends: September 21 & 22 and October 6 & 7. This is a great opportunity to call attention to your organization or heritage site!** 6,000 brochures--listing your walk, and posters, will be distributed throughout the Berkshires and NW Conn. regions; plus, the Walks will be promoted in the Pioneer Valley and Albany area. If you would like to participate as a walk leader, **please submit your walk information by April 15, to be included in the brochure. Attached, is a sign-up form for you to fill in and email back.** If you would like to repeat your walk from 2010, just indicate so, as I can use your "walk description and driving directions" that I have on file--thus saving you time in filling out those sections of this year's form.

In its 10th year, the Heritage Walks has become an anticipated autumn event, with an impressive program of walks led by historians, naturalists, and environmentalists. Participation levels are growing each year, as increasing numbers of local residents and visitors to our region are learning about and enjoying the resources at our historic, cultural, and natural sites throughout the upper Housatonic River Valley.

Why participate in the Heritage Walks program?

- Provide additional recognition for your organization or heritage site
- Engage new audiences and re-energize your current audience
- Further promote your organization or site through our extensive marketing efforts
- Encourage area residents to become actively engaged with your heritage story

All types of heritage walks are welcome – tours of historic buildings or cemeteries, historic town districts, hikes on the Appalachian Trail or any trail, walks through extinct industrial sites, bike rides along country roads, paddling tours of the Housatonic River or local lakes, and strolls through historic gardens and estates. These can take place at established historical, cultural or natural scenic sites, as well as less familiar areas. **Any and all ideas for a guided walk, behind-the-scenes tour, hike, ride, or paddle that highlights the heritage of our region are welcome! All that we ask, if possible, is that you offer your 'walk' - free to the public.**

Attached is a Walk Leader Sign-Up Form. If you have any questions, please email me. **Because so many people commented last year that they would have liked to attend more programs, could you possibly indicate an A.M. time AND a P.M. time that you would be willing to offer your Walk, so that I can juggle the schedule-- so that the walk times can be spread out throughout the day, since many walks occurred at 10 a.m. last year. I will not schedule you for a morning AND afternoon walk—I would just like the option of offering more walks in the afternoon, to allow folks time to drive to a second Walk location.**

Thank you for your support of our regional National Heritage Area!...The Heritage Area mission is to preserve, celebrate and share, with others, our regional historic, cultural, scenic and natural heritage. We accomplish this by supporting programs that illuminate and educate people about the natural resources, history and culture that make our region a "very special place" to live and visit.

Diane Cote - Heritage Development Coordinator

Upper Housatonic Valley National Heritage Area
PO Box 611, Great Barrington, MA 01230
Online at www.HousatonicHeritage.org
email at programs@HousatonicHeritage.org