

The Pacific Northwest Trail Association Announces Logo Design Contest

Sedro-Woolley, Washington - March 3rd, 2017 - the PNTA announced a logo design contest today. The public is invited to participate in the rebranding of a Washington-based nonprofit organization which advocates for the Pacific Northwest National Scenic Trail (PNNST).

The PNNST offers outstanding recreation opportunities in some of the most rugged, wild and scenic areas of the Pacific and Inland Northwest. The 1,200 mile trail stretches from Glacier National Park in Montana to Olympic National Park in Washington. The trail is primarily used by hikers and equestrians who enjoy it one day at a time or as an end-to-end adventure

While long-distance trails are as ancient as the seasonal migration routes of hunter-gatherers and famous emigrant routes, such as the Oregon Trail, populated America's vast West, only recently did hikers imagine long-distance trails for the purpose of recreation.

In 1970, two years after the Pacific Crest Trail and the Appalachian Trail were designated by Congress as the nation's first two "National Scenic Trails," a Georgetown University student named Ron Strickland envisioned such a trail from the Continental Divide to the Pacific Ocean. Strickland poured over maps, hiked segments, and recruited volunteers. In 1977, he founded the Pacific Northwest Trail Association. Later that same year, five Oregonians became the trail's first end-to-end thru-hikers. Strickland's vision was largely fulfilled in 2009 when President Obama signed the bill which gave the PNT National Scenic Trail status.

"This contest invites everyone who has a stake in this public resource to make a lasting contribution to our organization. Volunteerism, advocacy and grit helped make the bold vision of this long trail a reality. By including the public in this effort, we pay respect to that tradition as our organization enters a new chapter in our long history," said Eric Wollborg, PNTA Communications Manager.

Just in time for the 40th anniversary of the PNTA, the new logo will need to pay tribute to the plucky history of the member-driven organization. In addition to four decades of leadership in conservation and outdoor recreation, It must also celebrate the more recent achievements and renewed vigor of the organization in the years to come.

Those interested in submitting ideas can visit PNT.org for contest rules and design guidelines.