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JEFFERSON COUNTY TRAILS COUNCIL

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PRESS RELEASE

From: Jefferson County Trails Council—June 8, 2015

To: Fairfield Ledger, Iowa Source, Fairfield Weekly Reader, KRUU 100.1 FM, KKFD Classic 96

Subject: Trailhead Maps Updated

Ten new jewels were added to Fairfield's emerald necklace this spring as the Jefferson County Trails Council (JCTC) replaced maps in the Loop Trail trailhead kiosks. "This project marks the completion of nearly two years of work to update the promotional and display material associated with the Loop Trail," said JCTC Chairman Stephen Pedrick.

The 40"x44" trailhead maps are located around the Loop Trail and feature updated mapping and graphics prepared by Liz Howard Graphics. The project was funded through a generous sponsorship by Pilot Grove Savings Bank and grants from the Fairfield Iowa Convention and Visitors Bureau and the Fairfield Cultural Alliance.

The updated maps allow Fairfield to project a fresh, consistent message emphasizing the Loop Trail as a true community jewel to visitors and longtime residents alike.

The new maps help welcome visitors and new arrivals to Fairfield by highlighting features of the town as well as information on the location of trails and parks. Notable landmarks include the Fairfield Arts and Convention Center, Maasdam Barns, and the Roosevelt Recreation Center among others.

Longtime residents will benefit from more clear explanations of trail features, and may be encouraged to explore other areas of the trails. "There is a trails-wide scavenger hunt going on right now" said JCTC Vice-Chairman Frank Broz. "Pick up a punch card at AJ's Bike Shop or a trail kiosk and use the new maps to follow the clues, just finish your card before FAIRfest if you want to be entered into the prize drawing."

"The trails system is an integral part of Fairfield's culture," noted Pedrick. "The completion of this project and the excitement surrounding the scavenger hunt show the broad community support the trails garner," he adds.

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