



2007 Trail Trek and GO PLAY! Campaign



St. Vincent Healthcare Foundation and the Heart & Sole Run committed to funding the campaign, for a total of \$10,000 in donations that will pay for TV broadcast airtime (to be matched by local networks), print advertising space, graphic design work, printing, billboard space, production work and any additional expenses.

MSUB communication students also realized that the community needed a “fun event” to get families

In celebration of National Trails Day, the City of Billings hosted the Magic City Trail Trek on Sunday, May 20th. The event was stimulated by the MSUB marketing class that developed the GO PLAY campaign to promote physical activity and awareness of local trails. The Go Play! Campaign’s goals were to

- motivate people to use pedestrian modes of transportation and
- increase support for trails and bike lanes in the community



and individuals out on the trails. Thanks to a core group of supporters, including Stella Fong, Kathy Aragon, Sarah Keller and Darlene Tussing, along



with a couple of MSUB students, Jenny Moellendorf and Simon Wald, the Magic City Trail Trek was born.

This was not a race, but just a chance for participants to enjoy the trail whether it was by biking, walking, rollerblading or any other means with vendors and entertainment along the route and a barbecue in Earl Guss Park after the trek.



We were hoping for at least 100 participants but were so pleased when over 250 folks registered to participate. The weather was perfect and Earl Guss Park was a great place to hold a party and expose folks to the potential of the trail and underpass in this area.

Entertainment included the Longtime Lonesome Dogs, Elizabeth Adcock on the bag pipe, and Shades of Grey. Food was supplied through Surfer Joes, Poet's Street Bakery, and Wendy's. It was a great day and everyone remarked that we need to do it again, so this was our "First Annual" Magic City Trail Trek event.

