



## NEWS RELEASE

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### Trail Ambassadors Return: Tillamook Coast Seeks Volunteers for 2025 Season

**TILLAMOOK, Ore., 16 June 2025** — Tillamook Coast Visitors Association (TCVA) and Trailkeepers of Oregon are teaming up to bring back the Trail Ambassadors Program for summer 2025. The program seeks local volunteers to become friendly guides who engage visitors at popular trailheads throughout the Tillamook Coast.

After a pause since 2019, the program is being revitalized to help visitors navigate trails safely and responsibly, while also sharing local history, natural wonders and ways to care for the Tillamook Coast's treasured landscapes. Volunteers will be stationed at top trail destinations, including Oswald West State Park, Cape Lookout State Park, the Old Growth Cedar Preserve in Rockaway Beach, Cape Kiwanda State Natural Area in Pacific City and Kilchis Point Reserve in Bay City.

Trail Ambassadors give back to the trails they love by engaging with visitors around hiking safety, Leave No Trace, local flora and fauna, responsible use of public lands and more. "We're excited to be a part of reviving this important program," said Dan Haag, TCVA Director of Trails, Outdoor Recreation and Accessibility. "This is a great opportunity for residents to share their love of trails and stewardship with others. It's our understanding that due to budget cuts at numerous government agencies, this volunteer work is now more important than ever."

The Trail Ambassadors program benefits trails and local economies by way of:

- Increased respect and care for trails and natural resources
- Increased visitor satisfaction
- Reduction of resource strain on local and state agencies
- Increased traffic at local attractions and businesses
- Empowering communities to take action and ownership of their beloved natural spaces

As an added bonus, volunteers will have the opportunity to share the new Tillamook Coast Seven Principles of Leave No Trace, created in partnership with Leave No Trace:

[www.tillamookcoast.com/leave-no-trace-tillamook](http://www.tillamookcoast.com/leave-no-trace-tillamook)

TKO provides all the training, materials, and site equipment necessary to effectively engage trail users. Once training and paperwork are complete, each ambassador can choose their preferred shift online. Some Trailhead Ambassadors are four-legged. Ambassador Dogs help spark

friendly conversations at trailheads and model good trail behavior for other pets and their people. These well-trained pups help promote responsible recreation, especially around leash use and Leave No Trace pet principles.

To learn more about being a Trail Ambassador and to sign up, visit [www.trailkeepersoforegon.org/ambassadors/training](http://www.trailkeepersoforegon.org/ambassadors/training). If you are curious about the program you can sign up to shadow a Lead Ambassador to learn more. Questions? E-mail [dan@tillamookcoast.com](mailto:dan@tillamookcoast.com).

### **About Visit Tillamook Coast**

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is a destination management organization committed to sustainable tourism principles of community, stewardship and economic vitality. We support the Tillamook Coast through initiatives guided by those principles, including outdoor recreation, accessibility, culinary/agritourism, cultural heritage/arts, community development, natural resources and public safety. For more information, visit [www.tillamookcoast.com](http://www.tillamookcoast.com).

### **About Trailkeepers of Oregon**

Trailkeepers of Oregon (TKO) is a nonprofit organization dedicated to protecting and enhancing the Oregon hiking experience through trail stewardship, advocacy and education. TKO leads trail maintenance projects across the state and empowers volunteers through programs like Trail Ambassadors—a statewide initiative that places trained volunteers at trailheads and in wilderness areas to promote safety, responsible recreation and Leave No Trace principles. By building a more informed and inclusive outdoor community, TKO helps ensure Oregon's trails remain accessible, sustainable and welcoming for generations to come. For more information, visit [www.trailkeepersoforegon.org](http://www.trailkeepersoforegon.org).

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