



*Essex Heritage's premier partnership event . . .*  
[www.trailsandsails.org](http://www.trailsandsails.org)

## **FOR IMMEDIATE RELEASE**

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### **Essex National Heritage Area Sites offer 200+ Free Events for the 11<sup>th</sup> Annual TRAILS & SAILS: *Two Weekends of Walks & Water***

*Essex Heritage Announces the 2012 People's Choice Awards: the best of 2012 as voted on by participants*

**November 1, 2012 (Salem, MA)** - Thousands of people took to the byways, waterways and trails of the Essex National Heritage Area over the last two weekends of September to participate in the 11<sup>th</sup> annual TRAILS & SAILS: *Two Weekends of Walks and Water*.

Essex National Heritage Commission (Essex Heritage) and its partners organized over 200 free and unique events designed to showcase the historic, cultural and natural resources of the Heritage Area. Over 100 event hosts opened their doors and scheduled more than 200 events to connect people to the special places and organizations that comprise the Essex National Heritage Area. While event tallies continue to trickle in, over 3,000 participants have been recorded at events extending throughout the 34 cities and towns of Essex County.

#### **Trails & Sails 2012: People's Choice Awards**

Essex Heritage is very grateful to the hundreds of organizations, event leaders and businesses that opened their doors and created experiences that continue to thrill and delight residents and visitors alike. Based on participant feedback Essex Heritage will present "People's Choice Awards" to the top ten events that received the most votes from participants. The 2012 "People's Choice Awards" go to:

1. Old Ipswich Rum Tour & Tasting hosted by Turkey Shore Distilleries, Ipswich
2. 1812 Privateer FAME: Go Sail, hosted by the *Schooner Fame*, Salem
3. Newburyport's Historic Powder House open house hosted by the Newburyport Preservation Trust, Newburyport
4. Sea Level Rise at Crane Beach, hosted by The Great Marsh Coalition, Ipswich

5. Historic Ice House Tours hosted by Cape Pond Ice Company, Gloucester
6. Appleton Farmstead Tour hosted by The Trustees of Reservations, Ipswich
7. Winter Island tour hosted by Friends of Winter Island, Salem
8. Learn to Kayak with REI hosted by REI Outdoor School, Newburyport
9. A Working Winery Experience hosted by Mill River Winery, Rowley
10. Rowing the Jolly Boat hosted by the National Park Service, Salem Maritime National Historic Site

### **Participant Challenge Prize Winners**

Essex Heritage is also grateful to REI for generously donating two Novara hybrid bikes to the TRAILS & SAILS 2012 Participant Challenge. This year, Essex Heritage and our partners challenged TRAILS & SAILS participants to attend as many unique events as possible over the two Trails & Sails weekends in order to be entered to win one of two from REI! We are now pleased to announce the two winners of the participant challenge. Congratulations to:

- Heather A. of Peabody
- Rick M. of Salem

TRAILS & SAILS: *Two Weekends of Walks & Water* is Essex Heritage's premier partnership activity. The free event expands cultural tourism by bringing new audiences to dozens of historic sites and open spaces, and stimulating new business in the local economy. Held in late September, residents and visitors alike experience the region's best from a wide array of events – guided walks, on-water tours, open houses – organized by the front line stewards of the Area's historic, cultural and natural resources. Since 2002, over 36,059 people have attended TRAILS & SAILS events. Visit [www.trailsandsails.org](http://www.trailsandsails.org) to learn more.

Essex Heritage has great appreciation for TD Bank and Eastern Bank for their long-time sponsorship commitment that keeps TRAILS & SAILS a free public outreach celebration. TRAILS & SAILS 2012: *Two Weekends of Walks & Water* was presented by TD Bank and Eastern Bank with additional support from other local sponsors.

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#### ***About TRAILS & SAILS***

TRAILS & SAILS: *Two Weekends of Walks and Water* is the premier partnership event of the Essex National Heritage Commission celebrating the historic, cultural and natural treasures of the Essex National Heritage Area. Coordinated by Essex Heritage as an integral part of our mission, TRAILS & SAILS raises regional awareness of the Area's unique history and promotes the preservation of its heritage sites. Explore more at: [www.trailsandsails.org](http://www.trailsandsails.org)



### **About Essex Heritage (Essex National Heritage Commission)**

The Essex National Heritage Area is comprised of the 34 communities of Essex County and designated by US Congress in recognition of the important role that this region played in American history and the significant heritage sites still extant in the region. Essex Heritage is the non-profit management entity for the Area, working in collaboration with the National Park Service to promote public/private partnerships, and develop programs that enhance, preserve and encourage regional awareness of the Area's unique historic, cultural and natural resources. For more information, experience Essex Heritage at [essexheritage.org](http://essexheritage.org) or call (978) 740-0444.