



## CARSON VALLEY TRAILS ASSOCIATION

P.O. Box 222, Minden, NV 89423

[www.carsonvalleytrails.org](http://www.carsonvalleytrails.org)

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**Media Release – For Immediate Release**

**Contact:** Melissa Shaw Granat, 783-1764, [melissajshaw@earthlink.net](mailto:melissajshaw@earthlink.net)  
Lisa Granahan, 782-6268, [LGranahan@co.douglas.nv.us](mailto:LGranahan@co.douglas.nv.us)

### **Announcing the Carson Valley Discovery Trail**

The Carson Valley Trails Association (CVTA) and the Douglas County Economic Vitality Tremendous Trails team recently invited the public to participate in a survey to help determine a name for the 100-mile loop trail system that may eventually encircle the Carson Valley. This trail system is envisioned in the Douglas County Trails Master Plan and CVTA's Strategic Plan, and is on the way to becoming a "destination trail", with recognition as a National Recreation Trail. Carson Valley Discovery Trail received the most survey votes and was selected as the trail name.

CVTA and the Douglas County Tremendous Trails team conducted a trail naming workshop in July, facilitated by Carl Dahlen from UNR Cooperative Extension. The workshop and survey design were developed at a June planning meeting facilitated by National Park Service planner, Deb Rear-don, through a grant to CVTA from the National Park Service Rivers, Trails and Conservation Assistance Program.

Participating in the trail naming workshop were: Melissa Shaw Granat, Jeremy Vlcan, Barb Wilson, Charles Wolle, Kerstin Wolle (CVTA); Lisa Granahan, Carlo Luri (Tremendous Trails); Jacques Etchegoyhen (Basque culture/ranching); Dominique Etchegoyhen (Legacy Land and Water); Bill Chernock (Carson Valley Chamber of Commerce and Visitors Authority) and Duane Petite (The Nature Conservancy). The workshop participants reviewed a list of suggested trail names, brainstormed additional names and then narrowed the list to six top choices: Carson Valley Discovery Trail; Carson Valley Loop; Carson Valley Trail; Carson Valley Trek; Carson Valley Vista Trail and Trail of the Valley.

Following the workshop, an online survey was posted using Survey Monkey. Participants were asked to rank the trail names selected during the workshop or to select an "other" option and offer write-in suggestions. One hundred and ninety-one people completed the survey. The results were evaluated by a committee comprised of individuals who participated in the trail naming workshop. Carson Valley Discovery Trail received the most votes in the survey and was selected by the committee as the trail name.

Implementation of the full and complete Carson Valley Discovery Trail will take a community-wide effort, and CVTA and the Douglas County Tremendous Trails team encourage everyone to participate. As progress is made on the Carson Valley Discovery Trail, information will be posted on the CVTA website at [www.carsonvalleytrails.org](http://www.carsonvalleytrails.org).

The Carson Valley Trails Association is a nonprofit, volunteer based organization working with partners to provide access to public lands through a recreational trail system for present and future generations to enjoy. Douglas County's Tremendous Trails is one of twelve projects of the Douglas County Economic Vitality Strategy and Action Plan, designed to strengthen the county's economy and community. The project vision is linked to the county's number one asset – the spectacular natural environment as a backdrop to the finest network of marked and maintained trails in North America to be enjoyed year-round by residents and visitors.

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