



Press Release

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San Francisco Bay Trail Smartphone Audio Tour Release on May 24, 2014 Bay Trail Celebrates 25th Anniversary

Oakland, CA... The first smartphone audio tour for the Bay Trail will be released during the **Rosie the Riveter Visitor Education Center Rededication and San Francisco Bay Trail 25th Anniversary** celebration at the Rosie the Riveter WWII/Home Front National Historical Park in Richmond on Saturday, May 24th. This celebration features family activities and includes food trucks, live WWII Era music and dancing, a scavenger hunt, prize drawing, WWII era costume contest, and new Rosie the Riveter exhibits, as well as the release of the smartphone audio tour for the Bay Trail in Richmond.

The Richmond Bay Trail smartphone audio tour covers up to 2.5 miles and features 17 points of interest along the Bay Trail. The tour starts at the Rosie the Riveter Visitor Education Center and ends at the Shimada Friendship Park. This first smartphone tour is one of a series of Bay Trail tours being released in Richmond, Novato, Alviso, and American Canyon. Developed by Canogle and Doug McConnell of Convergence Media, and funded by the State Coastal Conservancy, the interpretative Bay Trail audio tours consist of curated short stories associated with points of interest. These Bay Trail audio tours can be accessed by using the *Point by Canogle app*.

Following the audio tour release in Richmond, the second smartphone audio tour launch will take place at the Hamilton Bay Trail Ribbon-Cutting Ceremony in Novato on June 26th. In the Fall months, the Bay Trail will also feature the public release of smartphone audio tours at events in the South Bay near Alviso and an event along the Napa River in American Canyon.

In 2014, the San Francisco Bay Trail celebrates the 25th anniversary of the Bay Trail Plan adoption by the Association of Bay Area Governments (ABAG) in 1989. This series of Bay Trail events, taking place from May through October, are designed to raise awareness of the Bay Trail and its significance as a commuter option, and to encourage healthy / active lifestyles and wellness. Events are sponsored by Cargill, Kaiser Permanente, Comcast, and Pacific Gas and Electric Company.

Bay Trail Background

The San Francisco Bay Trail Project, administered by the Association of Bay Area Governments, is a planned 500-mile walking and bicycling trail. The Bay Trail will encircle the entire San Francisco Bay when completed, linking the shorelines of all nine Bay Area counties, 47 cities, and all seven major toll bridges in the region. Currently, there are 335 miles of completed Bay Trail, which provides scenic and recreation opportunities throughout the Bay Area, and also serves as a commute corridor, connecting commuters throughout the year to transit and Bay Area employers. The Bay Trail offers access to commercial, industrial and residential neighborhoods; points of historic, natural and cultural interest; recreational areas like beaches, marinas, fishing piers, boat launches, and over 130 parks and wildlife preserves totaling 57,000 acres of open space.



Find out more about the Bay Trail celebrating its 25th anniversary at www.baytrail.org or call (510) 464-7900.

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