



SCHUYLKILL RIVER NATIONAL & STATE HERITAGE AREA

Schuylkill River Heritage Area
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Trail Ambassador Program Launched

The SRHA has introduced a new Trail Ambassador program that has volunteers serving to inform and assist people along the Schuylkill River Trail.

Trail Steward Kara Wilson has organized a group of volunteers—mostly people who regularly walk or bike the Pottstown-to-Reading section of the trail—who have agreed to spend eight hours a month as Trail Ambassadors.

The volunteers wear red T-shirts identifying them as Trail Ambassadors, and carry a backpack with maps, informational materials and first aid supplies.

Trail users seeking additional information about the trail, or looking for directions to a nearby site, or simply wondering where the trail leads can get answers from the Trail Ambassador.

Wilson decided to start the Trail Ambassador program, using funds from a William Penn Foundation grant, because she saw a need for it.

“Whenever I’m on the trail, people often stop me and ask questions, even though I have nothing identifying me as the Trail Steward,” she said.

Commonly, people want to know how far it is to the next town, or when the trail will be completed. With Trail Ambassadors regularly on the trail, people can more easily get their questions answered quickly and correctly.

Volunteers do not, as yet, need to agree to work on certain days or at specified hours. Their only requirement is to serve a minimum of eight hours a month.

Anyone interested in volunteering or learning more about the program should contact Wilson at 484-945-0200.