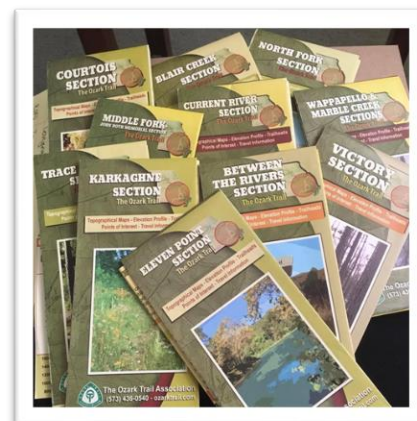


Education and Outreach Committee



- E&O's responsibility is to connect and create relationships with local brands, businesses and communities to help spread the word about the Ozark Trail.
- We feature and supply brochures, merchandise and literature about the Ozark Trail for outdoors and scouting troops as well as frequently staff promotional displays at outdoor expos and other events in St. Louis and other areas.

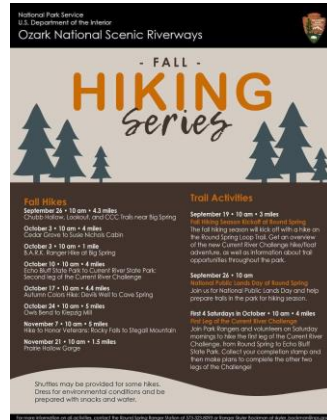


2020 Rundown

- 2020 was a year for the opportunity to restructure.
- The off trail committees worked on plans for how to strengthen and grow the Ozark Trail Association.
- E&O currently has 11 active volunteers & a new Committee Chair.



We were able to make it out to a couple in person events late in the year including the Fall Bazaar at Echo Bluff State Park and one of the day hikes during the Fall Hiking Series alongside Ozark National Scenic Riverways.



2021 Presence



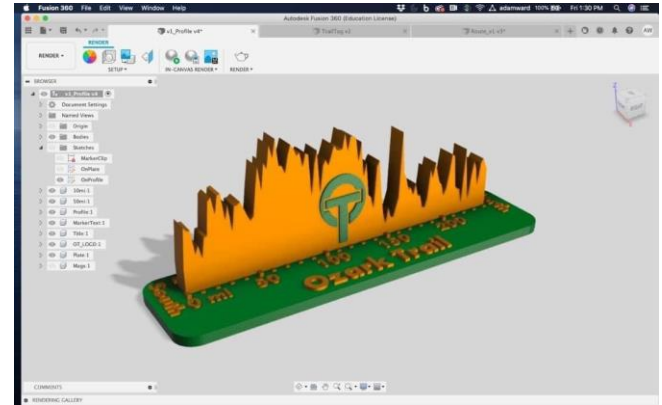
Set in stone so far this year, we plan to be present at the Gateway Outdoor Expo scheduled for October 1-3.

- We will return to the Fall Hiking Series with ONSR – usually set to begin mid-September.
- Planning in the works with local St. Louis retailers at swaps and garage sales.
- Presence at select scheduled OTA events
- Bass Pro Fitness Expo (Springfield, MO)



Building Local Relationships

- Trekko App – Obtain current status of hiking/biking trails; including Ozark Trail sections. STL based.
- WayZada – 3D printed hiking/biking/running routes; Indiana/Midwest based.
- ust – Survival, camping and outdoor equipment. Columbia, MO based.
- REI Brentwood – Currently have an OT Section of the Month endcap feature in-store with maps and brochures available



Social Media Links



Facebook: www.facebook.com/ozarktrailassociation/
Ozark Trail Section Hikers and Backpackers Group (**OTSHAB**)



Instagram: @ozark_trail
Don't forget to tag your Ozark Trail photos on social media with #OnTheOT!



LinkedIn: www.linkedin.com/company/ozark-trail-association



Like, Follow & Share! Ozark Trail Association and event updates, OT user features & more.

Thank you for your time and letting us share the OT with you.
Education and Outreach is always accepting volunteers to help organize and tend to the OTA booth at events.

Please send an email to jen.e.potts@gmail.com if you'd like more information!



ozarktrail.com