

FOR IMMEDIATE RELEASE

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NATIONAL GEOGRAPHIC'S NEW SANTA CRUZ "TRAILS ILLUSTRATED" MAP TO BE CELEBRATED AT RELEASE PARTY, PRESENTED BY FRIENDS OF SANTA CRUZ STATE PARKS AND HILLTROMPER

LOCAL MAP GEEKS ARE INVITED TO ATTEND FREE EVENT, NOVEMBER 14, 6PM AT HOTEL PARADOX

SANTA CRUZ, CA—Hilltromper and Friends of Santa Cruz State Parks today announced they are presenting a map release party to celebrate National Geographic's new Santa Cruz area trail map. The event will be hosted by Hotel Paradox, Thursday, November 14, 2013, at 6:00PM. The event is free, with complimentary beer, wine and light appetizers provided by Hotel Paradox and Hilltromper. Representatives from National Geographic, including the cartographer for the map, will provide an inside look at how the map was created and why Santa Cruz County was selected.

National Geographic's "Big Basin/Santa Cruz Parks and Preserves" map covers most of Santa Cruz County, as well as portions of San Mateo and Santa Clara Counties. The map was created in consultation with local land management agencies and nonprofits, including Friends of Santa Cruz State Parks. The Trails Illustrated series provides users with topographic information, clearly marked trails, recreational points of interest and navigational aids.

"We really rely on local input," said Rachael Huerta, cartographer for National Geographic. "Our mapmaking partners--the people we work with--they're the ones who made our new map."

"As a proud map geek, I was thrilled when National Geographic reached out to our organization for input on this new map," said Bonny Hawley, executive director of Friends of Santa Cruz State Parks. "The map is a great resource for both locals and visitors because it provides a unique look at the Santa Cruz Mountains and surrounding areas, in terms of recreational opportunities and the various ways by which habitats are protected."

"This map lets us see the big picture—it's the best look we've ever had of the whole Santa Cruz Mountains ecosystem, in gorgeous detail," said Eric Johnson, founder and CEO of Hilltromper. "It really hits home that we are geographically blessed. And even though I thought I knew this place like the back of my hand, I've already found places I didn't know existed."

The maps are available for sale online and at Friends' ParkStores. Proceeds from sales stay local and support state parks and beaches. Visit ThatsMyPark.org/shop/park-stores/ for more information, including ParkStore locations and hours.

About Hilltromper

Hilltromper is the one-stop local resource for people who love to play outside. With guides to the coolest parks and beaches, a calendar of outdoor events, recreation blogs and news about the local environment, it's Santa Cruz from the inside out. Join the Hilltromper community at

www.hilltromper.com.

About Friends of Santa Cruz State Parks

Friends of Santa Cruz State Parks is an entrepreneurial nonprofit sustaining the legacy of our state parks and beaches. Through an innovative partnership with California State Parks, and by leveraging local community support, Friends has provided millions of dollars of funding for educational programs, visitor services and capital projects. Founded in 1976, Friends is passionately dedicated to the preservation of our spectacular natural environment and rich cultural history. Friends also operates six ParkStores, offering nature- and history-themed merchandise for sale to benefit local parks and beaches. ParkStore locations include Natural Bridges, New Brighton (closed until spring 2014), Santa Cruz Mission, Seacliff, Wilder Ranch and Online. Learn more about Friends of Santa Cruz State Parks at ThatsMyPark.org or via [Facebook](#), [Twitter](#), [YouTube](#) and [Pinterest](#).

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