

FOR IMMEDIATE RELEASE

***Discover Diablo*, Save Mount Diablo's New Free Public Hike Series Program**

JANUARY 17, 2017 – CONTRA COSTA COUNTY

CONTRA COSTA COUNTY - *Discover Diablo* is Save Mount Diablo's new free public hike series, offering an annual schedule of guided walks, hikes and interpretive tours open to any and all trail blazers. Generously sponsored by the Shell Martinez Refinery, the *Discover Diablo* Free Public Hike Series will launch in early 2017. *Discover Diablo* will offer two events per month for the entire year – one taking place and focusing on a Save Mount Diablo property and one designed for families on other public parks.

Hosted by Save Mount Diablo, the new *Discover Diablo* program seeks to build awareness of local land conservation efforts and to convey the importance of protecting open space for habitat and recreation.

With the launch of *Discover Diablo*, we intend to reach new audiences, build our membership base of adventurers, explorers and outdoor enthusiasts, and spark a passion for the Diablo Range.



We invite you to join us in exploring the Bay Area's beautiful wild lands and open spaces. We hope that with two events per month in various locations, there will be something for everyone to enjoy and learn from. Save Mount Diablo's Family walks are for hikers of all skill levels and will take place on other portions of open space on and around the mountain. Save Mount Diablo's Property tours will illustrate the importance of preserving wildlife habitat, building corridors between existing parks, and of course, all the beauty that the Diablo Range has to offer.

To honor Save Mount Diablo's mission, we aim to display both our current property holdings as well as those we have helped protect over the years. Hosting monthly hikes is an effective way to engage and grow communities invested in the sustainability of local open space. SMD properties aren't usually open to the public, so these are rare opportunities.

To complete the land conservation picture in the Diablo Range and pay homage to collaborating agencies, we also host monthly outings on Mount Diablo State Park, East Bay Regional Park District, and Walnut Creek Open Space Foundation lands. Save Mount Diablo's new hike series, *Discover Diablo*, ties these outings together by offering an annual schedule of free public hikes to explore these diverse lands - with the added bonus of being guided by staff and experienced volunteer hike leaders.

According to Ted Clement, Executive Director of Save Mount Diablo, "It is the goal of the *Discover Diablo* program to build connections between people and land, helping communities develop a strong sense of place and a deepened appreciation for our collective backyard. Most importantly, we want to cultivate a love of the land in participants - so as to grow the land ethic and stewardship for our precious Mount Diablo area."

We intend to reach audiences from all over the Bay Area to improve awareness of and advocacy efforts for the Diablo Range. There is something for us all to discover in the nooks and crannies surrounding Mount Diablo. Please join us on the trails to find your own individual inspiration!

Visit us on Eventbrite to see our full schedule of upcoming hikes: [Discover-Diablo.eventbrite.com](https://www.eventbrite.com/Discover-Diablo). RSVP required.

Save Mount Diablo is a nationally accredited, non-profit land trust founded in 1971 with a mission to preserve Mount Diablo's peaks, surrounding foothills, and watersheds through land acquisition and preservation strategies designed to protect the mountain's natural beauty, biological diversity, and historic and agricultural heritage; enhance our area's quality of life; and provide recreational opportunities consistent with the protection of natural resources. To learn more and support Save Mount Diablo please visit www.savemountdiablo.org.

###

Summary: CONTRA COSTA COUNTY - *Discover Diablo* is Save Mount Diablo's new free public hike series, offering an annual schedule of guided walks, hikes and interpretive tours open to any and all trail blazers. Generously sponsored by the Shell Martinez Refinery, the *Discover Diablo* Free Public Hike Series will launch in early 2017. *Discover Diablo* will offer two events per month for the entire year – one taking place and focusing on a Save Mount Diablo property and one designed for families on a collaborating agency's land. Hosted by Save Mount Diablo, the new *Discover Diablo* program seeks to build awareness of local land conservation efforts and convey the importance of protecting open space for habitat and recreation. With the launch of *Discover Diablo*, we intend to reach new audiences, build our membership base of adventurers, explorers and outdoor enthusiasts, and spark a passion for the Diablo Range. We invite you to join us in exploring the Bay Area's beautiful wild lands and open spaces.

What: Save Mount Diablo's *Discover Diablo* Free Public Hike Series

When: Two monthly events throughout 2017.

Where: CONTRA COSTA COUNTY – Walnut Creek, Clayton, Concord, Livermore, Pittsburg.

How: Visit us on Eventbrite to our full schedule of upcoming hikes: Discover-Diablo.eventbrite.com. RSVP required.

Why: In support of Save Mount Diablo's mission, the new *Discover Diablo* Free Public Hike Series seeks to build awareness of local land conservation efforts and convey the importance of protecting open space for habitat and recreation. We intend to reach audiences from all over the Bay Area to improve awareness of and advocacy efforts for the Diablo Range.

Who: Save Mount Diablo is a nationally accredited, non-profit land trust founded in 1971 with a mission to preserve Mount Diablo's peaks, surrounding foothills, and watersheds through land acquisition and preservation strategies designed to protect the mountain's natural beauty, biological diversity, and historic and agricultural heritage; enhance our area's quality of life; and provide recreational opportunities consistent with the protection of natural resources. To learn more and support Save Mount Diablo please visit www.savemountdiablo.org.

High Resolution Images and Press Release Files: https://www.dropbox.com/sh/lxb3xv46f4ek3sc/AAAGlqT9ii_B5d5Ypi7iFiBna?dl=0

Image Credits & Captions: **Credit and caption is the same for all provided images.*

- **Credit:** Scott Hein, Save Mount Diablo Board President.
- **Caption:** Hikers enjoy the trails on Save Mount Diablo's Four Days Diablo Group Camping Trip, a 30-mile trek along the Diablo Trail over 4 day leading you on an adventure through rarely seen Mount Diablo landscapes.

Key Contacts:

Jim Cartan, Stewardship and Outreach Coordinator, Save Mount Diablo; T: (925) 947-3535 x36, jcartan@savemountdiablo.org
Contact for any questions about hike program details and RSVP information.

Caleb Castle, Communications Manager, Save Mount Diablo; T: (925) 947-3535 x17, C: (925) 451-8376, ccastle@savemountdiablo.org
Media & Press Contact

###