

# Explore Florida Trail Towns Booklet: All the Details

All promotional materials and information can also be found at [FloridaDEP.gov/OGT](https://FloridaDEP.gov/OGT).

*The easiest way to get your Trail Town questions answered is to submit an email to [OfficeofGreenwaysandTrails@FloridaDEP.gov](mailto:OfficeofGreenwaysandTrails@FloridaDEP.gov) or call 850-245-2052.*



## What's in This Kit?

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In this kit you'll find the following items:

- 100 printed Explore Florida Trail Towns booklets.
- Participation flyer to display at your stamping location and any other visible areas.
- How-to use guide with instructions.
- Trail Town stickers.
- Official window decal sticker to show visitors they can collect stickers and booklets at your location.

Contact DEP's Office of Greenways and Trails at [OfficeofGreenwaysandTrails@FloridaDEP.gov](mailto:OfficeofGreenwaysandTrails@FloridaDEP.gov) for more booklets, trail town stickers and window decal stickers.

## Why Participate in the Explore Florida Trail Towns Booklet Program?

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This is your chance to let visitors know all the great amenities in your community! Each time you hand out an Explore Florida Trail Towns booklet or a sticker, you have a chance to engage with your visitor. Here are some ideas:

- Hand out local event flyers, special exhibits or trail maps.
- Point out community highlights and share information about why you're proud of your town being designated as a Florida Trail Town.
- Provide local information, incentive items, business cards, etc.

The Explore Florida Trail Towns Program is also an opportunity to demonstrate how the local businesses and sticker locations are an active participant in your town's business community. The trails draw people to your town who will invest in your local economy. Invite local businesses, volunteers and elected officials to participate, too.

## The Set up and How-to.

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- Display and promote your printable PDFs. There are printable PDFs [here](#) if you'd like to print more.
- Identify a place in your business that visitors will go to get their Trail Town stickers. Place the sticker location at your checkout or close by. Hang up the PDF flyer near the sticker station so it can be easily seen.
- Each designated Florida Trail Town has a Trail Town Champion who works hand-in-hand with DEP's Office of Greenways and Trails and your community and will determine the best location to house the Explore Florida Trail Towns Booklet Program. Each Trail Town Champion knows their community best and will be assisting DEP's Office of Greenways and Trails with this program. Reach out for more information regarding Trail Town Champions or any other questions you may have.

# Explore Florida Trail Towns Booklet: All the Details

## Explore Florida Trail Towns Booklet Sticker Example

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CLOSE UP  
OF STICKER



# Explore Florida Trail Towns Booklet: All the Details

## Window Decal Sticker

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## Window Decal Sticker Placement Example

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