

Blackstone Heritage Corridor's

GO! for a walk...GO! for a hike...GO! for a paddle, or pedal, or tour!

What is it?

An exciting new fall activity for the 25 towns of the Blackstone River Valley National Heritage Corridor during the entire month of September, 2015. Blackstone Heritage Corridor, Inc. (BHC) will coordinate and promote a program of **free, guided experiences and other events** to highlight the wonderful resources in our valley, soon to be the 402nd National Park!

Who's our audience? Residents and visitors.

What's the economic benefit? GO! has the ability to produce an economic impact of **\$15 million in one month!**

Why do it?

1. It's the perfect way to enlighten our audience about the substantial historical, cultural, natural, scenic, and recreational resources that are here in our valley.
2. It's a great way to set the stage for developing the new National Park.
3. It's a wonderful opportunity to highlight the work of your organization or town/city, or to tell people about something in the National Heritage Corridor that you care about.
4. It's an easy way to attract new customers to our businesses, museums and shops.
5. It's a fun way to bring \$\$\$ into our local economy!

What is an experience?

It's a free, guided opportunity on a specific date and at a specific time to hear about a person or place, or learn about a project in the Blackstone River Valley. It may be a walk, hike, pedal, paddle, horse ride, wagon ride, or boat ride tour. The participants will enjoy a special experience they can't get on their own without the benefit of an expert guide - someone who has a love for and knows something about the resources in the National Heritage Corridor. It could be a 7-mile, 3-hour hike on a rugged trail, or a 0.25-mile, 1.5-hour stroll through a museum exhibit, or a 1-mile, 1-hour tour of a remediation project or community revitalization project. And the more experiences that are offered, the more successful GO! will be.

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BlackstoneHeritageCorridor.org

What is an event?

It's an activity open to the public in the Blackstone River Valley. It does not have to be guided and admission can be charged. It may be a festival, book sale, corn maze, antique appraisal day or other activity. You may already have something planned for September that can become an event for GO!

What is BHC doing to coordinate and promote GO!?

1. BHC will organize the experiences and events into one cohesive program.
2. BHC will provide leader training, signs to direct people to the sites, and special shirts to experience leaders.
3. BHC is producing a beautifully-designed full-color brochure to promote GO! It will also list the program on its website for viewing or downloading by participants.
4. BHC will do press releases, interviews and radio spots highlighting experience prior to and during GO!
5. BHC will also run full-color ads in regional travel publications to attract visitors during September.
6. BHC will provide economic impact figures and detailed program analysis to all the partners involved to be used in whatever manner may be useful to them.

How do I participate?

Fill out the GO! Proposal Form and mail/email it to Blackstone Heritage Corridor no later than May 15, 2015 to be included in this year's program. Each experience can be offered twice, if you like. And you can offer more than one experience or event. Experience leaders will attend a training session (August), receive a free GO! T-shirt to wear guiding the experience, and signs to direct participants to parking and your location.

How can I get more exposure to visitors during GO!?

There will be a limited number of ads in the GO! brochure and on the website but it is a great way to highlight local eateries and shops when everyone is touring about the Blackstone River Valley. (Ad rates now available.)