



Athletic Brewing Donates To Bayou Land Conservancy Through Its Two for the Trails Program

Bayou Land Conservancy Pledges To Support Trail Maintenance Through Grantee Allocation

FOR IMMEDIATE RELEASE. Houston. (November 17, 2021) – Bayou Land Conservancy is thrilled to announce its status as a 2021 Athletic Brewing Two for the Trails grantee winner. The leading non-alcoholic craft brewer’s donation program is the largest of its kind in the outdoors space, and Bayou Land Conservancy received \$10,000 to go towards the Spring Creek Nature Trail.

Two for the Trails allocates 2% of Athletic Brewing’s sales dollars to support active and healthy lifestyles in the outdoors, and Bayou Land Conservancy has pledged to utilize the grant to repair and maintain the Spring Creek Nature Trail after an uptick in usage during the Covid-19 pandemic. Two For the Trails is built to help cover funding gaps on projects that will provide a transformative impact on local and national communities.

In 2021, a total of 150+ applications were received, from small and niche community groups (such as Ridge Riders Mountain Bike Association in Lakeland, FL), up to large-scale, nationally-focused organizations (such as Yosemite Conservancy in California). Of these applications, 62 were chosen as grantees, Bayou Land Conservancy receiving \$10,000 of an impressive \$1,000,000+ overall donation pool.

“The Spring Creek Nature Trail has become an essential community resource to unplug, unwind, and center ourselves in nature,” said Jill Boullion, Bayou Land Conservancy’s Executive Director. “During the Covid-19 pandemic, the trail experienced a 400% surge in usage, which has been sustained through 2021. This uptick in traffic comes with an increased need to repair and maintain the trail to keep it in tip-top shape for all to enjoy. We’re so grateful to Athletic Brewing and the Two for the Trails program for investing in natural community gems across the country.”

For more information on Athletic Brewing, please visit <https://athleticbrewing.com/>

For more information on Two for the Trails, please visit <https://athleticbrewing.com/pages/two-for-the-trails>

For more information on Bayou Land Conservancy, please visit www.bayoulandconservancy.org

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About Bayou Land Conservancy

Bayou Land Conservancy is a non-profit nationally accredited land trust that preserves land along streams for flood control, clean water, and wildlife. We protect over 14,000 acres of habitat in 14 counties, with a focus on the Lake Houston watershed – a critical drinking water source for millions of Houstonians. The Spring Creek Nature Trail is a 14-mile natural surface trail running along Spring Creek in North Houston. It is open to passive recreation such as hiking, biking, bird-watching, and nature observation. The Spring Creek Nature Trail is built by the community, for the community and is maintained by dedicated local volunteers.

About Athletic Brewing

Named by *Fast Company Magazine* as one of the “World’s Most Innovative” companies in 2020, Athletic Brewing Company is reimagining beer for the modern, active adult. Their great-tasting craft brews provide a refreshing taste of craft beer, without the alcohol or the hangover. With custom breweries on the east and west coasts, their lineup has earned accolades throughout the industry, even against full-strength beers, including the 2020 World Beer Award Gold medal for Run Wild. Additionally, Athletic Brewing’s “Two for the Trails” initiative donates 2% of all sales to trail and park cleanups and maintenance. Plus, as a part of their IMPACT Program, 1% of revenue goes to non-profit organizations that support positive impact and opportunity from the ground up in their communities. Athletic Brewing’s full portfolio of flagships, seasonal, and specialty beers is available for purchase on its website, www.athleticbrewing.com, as well as the company’s subscription offering – The Athletic Club.