



1st Annual Burning River Ramble



joshua gunter

- **Share the River**
- **Type:**
 - Health & fitness
 - Accessibility, special needs, & socializing
- **A free running/walking “connect the dots” tour of Cuyahoga River property segments that have been converted to trails.**
- **A recreational celebration of how far the Cuyahoga River has come since 1969.**

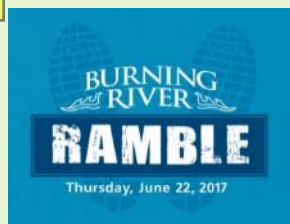
County: Cuyahoga
(Cuyahoga District 7)

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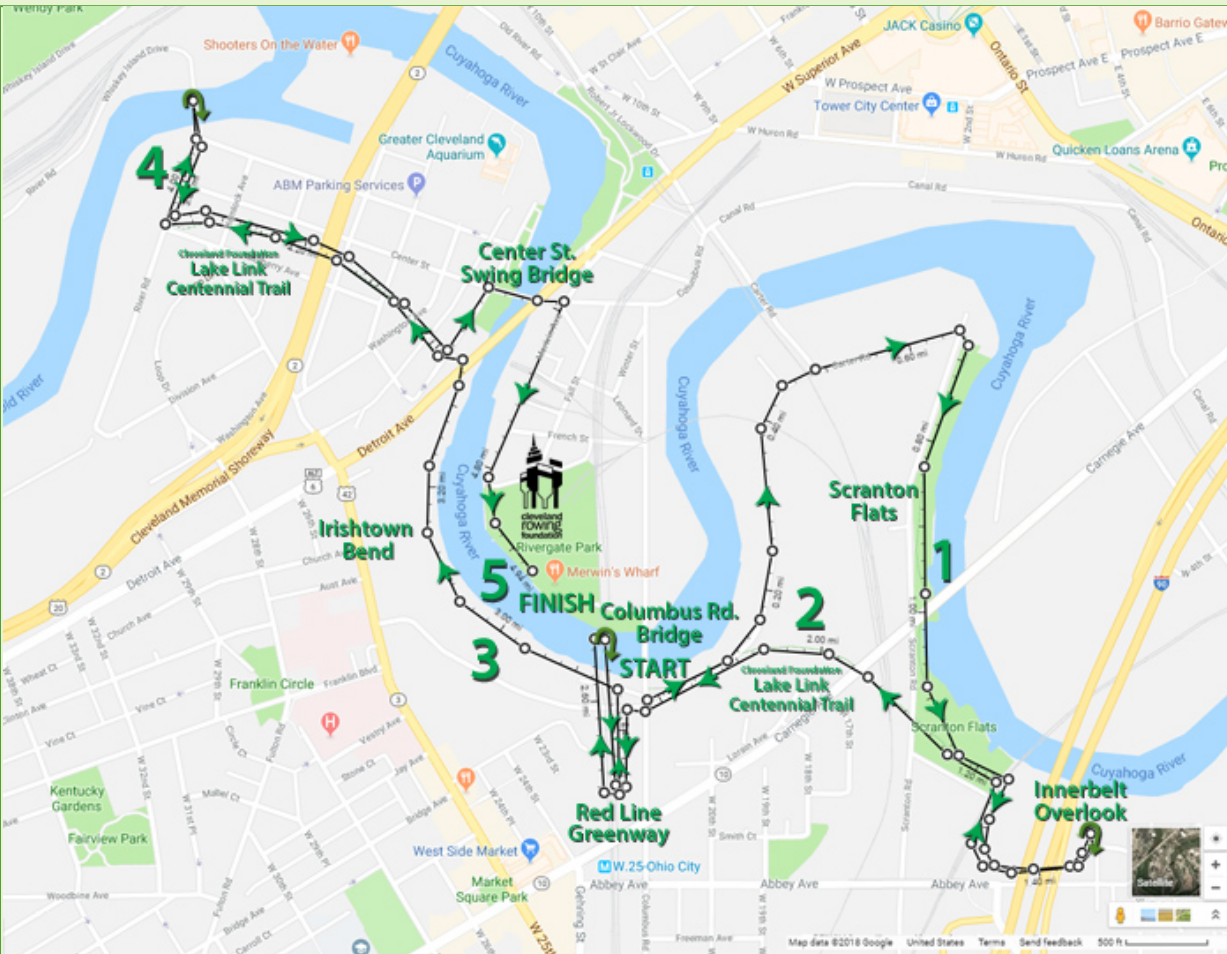


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- The Ramble's route allowed users to physically “connect the dots” on new trail sections:
- Scranton Flats Towpath
- Cleveland Foundation Centennial Lake Link Trail (Scranton Peninsula)
- Red Line Greenway
- Irishtown Bend
- Cleveland Foundation Centennial Lake Link Trail (Stage 2, Flats West Bank)
- Cleveland Rowing Fnd.

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- 280 participants in our inaugural year. We're projecting 1,800 for 2018
- Staff & volunteers – 1 staff, extensive use of social media and partner networks
- Now that people know how to get around the trails, “We’ll be bringing our out-of-town guests down!”

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Share the River plans "Burning River Ramble" Thursday to mark 48th anniversary of Cuyahoga fire (photos, video)

Updated on June 20, 2017 at 7:56 AM. Posted on June 20, 2017 at 7:20 AM



Gallery: Burning River Ramble Thursday



- Old media (print and radio) still matters!
- Partner with like-minded community organizations to leverage their social network footprint.
- Create a buzz, give curious people a reason to explore, and they will come out!
- Use free event listings on local media and community oriented websites

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PHOTOS FROM THE PLAIN DEALER

Inaugural Burning River Ramble brings runners to Cuyahoga River

Updated June 23, 2017
Posted June 23, 2017



2 Comments



Fresh glimpses of city reward effort in inaugural 'Burning River Ramble' (photos): Stretching Out

Updated on June 23, 2017 at 12:34 PM, Posted on June 23, 2017 at 11:29 AM



Gallery: Burning River Ramble 2017

- When you host an event, make sure local media knows about it, **ESPECIALLY** if your event has visually interesting content that helps tell the trails story.
- If you don't get media coverage (and even if you do), document the event yourself! You need material to show your current supporters and prospective year two sponsors!



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