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## **Updated Trailhead Signs Installed On Lady Bird Lake**

*The Trail Foundation Provides Key Amenity for Popular Trail*

**AUSTIN, Texas**, August 15, 2008 – On August 13, 2008, The Trail Foundation installed four new trailhead signs at the Trail at Lady Bird Lake. The new signage system replaces several plastic kiosks that held an outdated paper map. The informational signs are located on four major trailhead locations: North MoPac, South MoPac, Auditorium Shores and the stretching area near the Parks and Recreation Department office at 200 South Lamar. Once the Cesar Chavez conversion project is completed, The Trail Foundation will place a fifth sign at the Congress Avenue trailhead on the new Esplanade.

The trailhead signs inform users about routes and distances for the Trail's popular loop runs as well as locations for nearby cultural and recreational attractions like the Mexican American Cultural Center and Barton Springs Pool.

The Trail Foundation raised private donations from the Alice Kleberg Reynolds Meyer Foundation and Trail Foundation members for this project. The Michael and Susan Dell Foundation provided a partial matching grant. Tina Schweiger, founder and creative director of Blueshoe Spoonbend, made a substantial in-kind donation of professional services to design the signs.

These are the first new directional signs on the Trail in many years. The Trail Foundation provided this amenity as part of its mission to improve facilities and infrastructure at Austin's most popular Trail.

"The trailhead signs' slim profile design and natural material selection looks at home on the Trail and in Austin. This is one of the many improvements the Trail

needs right now and we are happy to do our part,” said Susan Rankin, Executive Director, The Trail Foundation.

The sign panel was fabricated by Fossil Graphics using an acrylic polymer fused with the image. It is impervious to moisture and extremely resistant to UV rays, graffiti and scratching. The signs were installed by Capitol Architectural Signs.

### **About The Trail Foundation**

Established in 2003 to protect and enhance the Trail at Lady Bird Lake, The Trail Foundation is a private, 501(c)(3) non-profit organization.

The Trail Foundation engages individuals, businesses and organizations through careful improvements to the Trail’s infrastructure and environment, while honoring the original vision of its founders. In a distinctively collaborative effort, The Foundation works in cooperation with the Austin Parks and Recreation Department to close the gap between what the government provides and what the Trail requires. To learn more about The Trail Foundation or to make a donation, please visit [www.thetrailfoundation.org](http://www.thetrailfoundation.org).

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