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Press Release

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ONLINE INTERACTIVE THREE RIVERS HERITAGE TRAIL MAP

Popular trail map goes digital and interactive.

PITTSBURGH, Pa. – (April 15, 2009) Friends of the Riverfront is proud to announce the launch of the Three Rivers Heritage Trail Interactive Map. In response to the popularity of the print trail map and guide, Friends of the Riverfront commissioned an online version which is running live now at Friends of the Riverfront's website at <http://www.friendsoftheriverfront.org/map>. The interactive version of the map holds a much greater capacity for listing trailside amenities and points of interest proximal to where the Heritage Trail runs. This Interactive Map is the first adaptation of interactive mapping technology applied for trail use, and will extend the reach of the trail and its recommended amenities to new users as well as visitors to the city.

There are currently over 200 points of interest categorized on the Interactive Map with integrated features such as zoom, click and drag, printing isolated sections, saving favorite locations/destinations, contact information for all points of interest, as well as the ability to turn on and off all features of the map legend for ease-of-use. With over 17,000 unique visitors to the Friends of the Riverfront website last year, we are anticipating an increase in visitors due to added efficiency the online map makes available to the thousands that currently utilize its service.

The Three Rivers Heritage Trail is a paved and dedicated biking, hiking, and walking trail around Pittsburgh. Running for over 21 miles along both sides of the Allegheny, Monongahela and Ohio Rivers, it is an almost complete public route for cyclists, walkers, runners, and in some places roller bladers. With funding from foundations, governments, corporations, individuals and through intense collaboration with community partners, government officials, and diverse volunteer base, our rivers and riverfronts have been transformed from industrial wastelands to international examples of environmental renewal. Annually, over 2 million people utilize the Three Rivers Heritage Trail, and it is promoted in Friends of the Riverfront's free Heritage Trail Map. The map's is distributed to approximately 50,000 individuals at several hundred locations within the City and surrounding areas.

Friends of the Riverfront partnered with Pittsburgh-based Bally Design, Inc. and Southern-California based web design company Juxtaflo to design and create the Map. Support for the initiative was made possible by The Buhl Foundation, Allegheny County, Steel Industry Heritage Corporation and Visit Pittsburgh.

Bally Design, Inc. is a graphic design, exhibit design and industrial design firm located on Pittsburgh's North Shore. Bally Design is a longtime partner of Friends of the Riverfront, and has been a part of the Pittsburgh community for more than 36 years.

To check out the Online Interactive version of the Three Rivers Heritage Trail Map and Guide for yourself, visit www.friendsoftheriverfront.org/map. Visit www.friendsoftheriverfront.org or call 412.488.0212 for more information about Friends of the Riverfront. For more information about Bally Design, visit www.ballydesign.com.