



Alabama Scenic River Trail, Inc.

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FOR IMMEDIATE RELEASE

Release Date: September 12, 2023 8:30

Title: **LAUNCHING OF NEW ASRT WEBSITE- REDEFINING PADDLE PLANNING RESOURCES STATEWIDE!**

Montgomery, AL (September 12, 2023)— Alabama Scenic River Trail (ASRT) is excited to announce the unveiling of its newly revamped website. This website aims to revolutionize paddle planning and outdoor exploration in Alabama, aligning seamlessly with ASRT's goal of getting you on the water through fun, safe, and welcoming experiences for all.

New Tools for Everyone:

ASRT's revitalized website offers various innovative tools and resources to assist paddlers in planning their excursions. With interactive maps, comprehensive trip planning guides, and invaluable tips, adventurers can confidently embark on their journeys. ASRT's mission is to cater to paddlers of all levels, from seasoned kayakers to first-time adventurers.

52 Weekends on the Water:

ASRT is proud to introduce "52 Weekends on the Water," an engaging initiative that will showcase the beauty and diversity of Alabama's scenic rivers by building out plans for every weekend of the year. Thought you had seen everything? Think again! Every month, ASRT will feature new destinations with stunning visuals and detailed itineraries for waterway exploration across Alabama.

Great Alabama 650 Live Map:

For those eager to follow the thrilling action of the Great Alabama 650 (September 30th-October 10th), ASRT's website continues to feature the Great AL650 Live Map. Stay updated with real-time progress as racers traverse the 650-mile course along Alabama's magnificent waterways. Follow their journey, explore checkpoints, and cheer them on as they traverse Alabama's natural wonders.

ASRT's enhanced website is designed to be the ultimate resource for anyone looking to explore the waters of Alabama, fostering a sense of community, safety, and camaraderie among all water enthusiasts. Alabama Scenic River Trail (ASRT) invites you to visit alabamascenicrivertrail.com and embark on your next river adventure today. The website was created by High Level Marketing, an Alabama Company, that went above and beyond ASRT's expectations.

About Alabama Scenic River Trail

The Alabama Scenic River Trail (ASRT) uses a network of members and outfitters to create, improve, and promote more than 6,500 miles of river trails. ASRT connects adventurers with opportunities to explore and appreciate Alabama's great waterways through unique experiences. Working primarily through community partnerships, ASRT promotes safe, fun, and welcoming paddling experiences across the state for people of all skill levels. The Alabama Scenic River Trail, for which we are named, is the longest (650 miles) and most experience-diverse river trail in America. Today we continue to grow our network and share the state's unparalleled water recreation opportunities.

