



A DISCOVER TENNESSEE TRAIL & BYWAY™

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**FOR IMMEDIATE RELEASE**  
**DATE: Nov. 4, 2011**

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## **TENNESSEE RIVER TRAIL LAUNCHED**

**NASHVILLE, Tenn.** — The Tennessee Department of Tourist Development, in partnership with the Tennessee River Trails Association, launched the Tennessee River Trail today at the Loretta Lynn Ranch in Hurricane Mills, Tenn. The 11<sup>th</sup> of 16 self-guided trails in the Discover Tennessee Trails and Byways program, the Tennessee River Trail travels 347 miles throughout Middle and West Tennessee.

The Tennessee River Trails Association is made up of the nine counties bordering the Tennessee River in Middle Tennessee. Established in 2000, the organization was formed to focus on economic and community development through tourism within the region. The Comprehensive Management Plan for the Tennessee River Trail Scenic Byway was developed to provide support for economic development through tourism, education of the public about the byway, preservation of intrinsic resources throughout the region, and education and recreation opportunities for residents. The partnership with the Tennessee Departments of Tourist Development and Transportation has increased to program's marketing visibility from a regional to a national level.

The Tennessee River Trail features tourism destinations along the Tennessee River. The trail showcases the cultural gems discovered in Benton, Decatur, Hardin, Houston, Henry, Humphreys, Perry, Stewart and Wayne counties. Once on the trail, visitors traverse throughout historic towns such as Waverly, Linden and Paris. Monumental battlefields can be seen at Shiloh National Military Park near Savannah and Fort Donelson National Battlefield near Dover, two major Civil War sites currently being commemorated in the Civil War sesquicentennial.

Outdoor recreation is one of the prominent themes of this trail. According to a recent study by D.K.Shifflet and Associates, Ltd., Tennessee visitors are nearly three times more likely than the national average to participate in outdoor recreation. The numerous outdoor offerings of the Tennessee River Trail make it a prime destination for visitors seeking these types of activities. There's canoeing along the Buffalo River, bird watching at a Tennessee National Wildlife Refuge unit and fishing at Paris Landing State Park. Five state parks are featured on this trail. From prehistoric river life to the Golden Age of Steamboats, visitors can also experience the Tennessee River's history at its namesake museum in Savannah.

The launch event began with a reception including tastings from area restaurants featuring gumbo, catfish, local cheese and other desserts and treats. The program included comments from state and local officials, including representatives from the Tennessee Departments of Tourist Development and Transportation. Perry County Mayor John Carroll emceed the event, Cissy Lynn hosted, and Representative John Tidwell also brought remarks.

Visit [tntrailsandbyways.com](http://tntrailsandbyways.com) for more information on the Discover Tennessee Trails & Byways. For the latest tourism happenings in Tennessee, visit us at [tnvacation.com](http://tnvacation.com), [facebook.com/tnvacation](https://facebook.com/tnvacation), [mytnstory.com](http://mytnstory.com) or [twitter.com/tnvacation/](https://twitter.com/tnvacation/).

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