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Allegheny Trail Alliance

For Immediate Release

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The Allegheny Trail Alliance Announces its First Executive Director

PITTSBURGH, PA (February 27, 2017)—The Allegheny Trail Alliance (ATA) announced today that Bryan Perry will be the organization's first executive director effective February 27, 2017. Perry formerly served as the assistant director of workforce and strategy at the Oakland Planning and Development Corporation.

"We are extremely fortunate to have attracted such an experienced and talented professional as Bryan Perry for our first full-time executive director. Not only does Bryan have years of nonprofit experience and familiarity with fundraising and marketing, but he already has a deep love of the trail and a profound understanding of the value of outdoor recreation. We are thankful for the vision and leadership of Linda McKenna Boxx and for the many years she served both as the board chair and as our volunteer executive director." said Darla Cravotta, chair of the ATA board.

Since its launch in 1995, the ATA has been led by Linda McKenna Boxx serving as its volunteer executive director and president of the board. Ms. Boxx, chairman of the Katherine Mabis McKenna Foundation, was the driving force to complete the Great Allegheny Passage. The Foundation's Latrobe-based offices also served as the ATA office.

The ATA office will move to a new location at 1705 Maple Street in Homestead, within a half mile of the GAP. The current staff member, Doug Riegner, Director of Community Relations, will report to Perry and continue his role of marketing the trail and advertising sales for ATA's popular guide book, *TrailGuide*.

Perry, 47, holds a bachelor's degree from Wheaton College in Illinois and a master's degree in Urban and Regional Planning from the University of Pittsburgh. For 18 years, he served in a variety of operations and management roles at The Pittsburgh Project, a neighborhood-based community and youth development organization on the city's North Side. A native of Rochester, N.Y., Perry lives in Pittsburgh's Highland Park neighborhood with his wife Sarah and their children. He is an avid cyclist and backpacker and has enjoyed exploring the trails, mountains and towns of Western Pennsylvania and Western Maryland for 25 years.

"I'm thrilled for the opportunity to advocate for the GAP and its invaluable role in making our region flourish. The trail is beloved and beautiful, and the cities and towns it joins together are ripe for exploring. For through-riders, completing the GAP is a bucket list accomplishment; for those out for half a day's sojourn, the opportunities to enjoy the trail are endless."

ABOUT THE ALLEGHENY TRAIL ALLIANCE

Founded in 1995, The Allegheny Trail Alliance (ATA) is a coalition of seven trail organizations in southwestern Pennsylvania and western Maryland that is charged with promoting and enhancing the Great Allegheny Passage, a 150-mile multiple use rail-trail system between Cumberland, MD and Pittsburgh, PA and the 52-mile Montour Trail to provide a connection to the Pittsburgh International Airport. Completed in 2013, The Passage is now connected to the 184.5 mile C&O Canal Towpath in Cumberland and provides a non-motorized, nearly level trail system between Washington, DC and Pittsburgh, PA

For more information on the Great Allegheny Passage and the Allegheny Trail Alliance, visit <https://www.GAPtrail.org>.

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