

Ready, Set, Gorge! Sample Website Content

Ready, Set, Gorge!

The Columbia River Gorge National Scenic Area is a national treasure worth preserving and protecting.

Located on the border of Oregon and Washington, the Columbia River Gorge includes almost 300,000 acres of recreational, historical and cultural attractions — including waterfalls, wildflowers, basalt cliffs, lakes, streams, rivers and historic landmarks. Located less than an hour from the Portland/Vancouver Metro region, the Gorge received more than 2 million visitors a year!

READY to visit the Gorge?

See the Gorge the way it was meant to be seen.

When planning your trip, consider:

- **Go Early** – Start your trip before 10 a.m. to beat the crowds and enjoy the afternoon exploring one of the amazing Gorge communities.
- **Go Late** – Start your trip after 4 p.m. as the crowds are leaving and enjoy cooler temperatures and amazing sunsets.
- **Go East** – Explore the trails and sites east of the popular waterfall area of the western Gorge.
- **Let someone else do the driving** – There are more options than ever before to explore the Historic Columbia River Highway without a car, including the new [Columbia Gorge Express](#).
- **Celebrate the Historic Columbia River Highway's centennial.** Check out the [exhibitions and special events](#) happening in 2016.
- **Go by bike!** – Get a copy of the [Historic Columbia River Highway Bike Map](#), produced by Oregon State Parks, and the [Columbia River Gorge Bike Map](#) published by the Oregon Dept. of Transportation.

- **Stay three nights.** There's so much to see and go along the 70-mile Historic Columbia River Highway and State Trail, you'll want to take your time.

SET?

Have you checked road, weather and trail conditions and packed all you need?

Before you go, use these tools to plan ahead.

Take 3 Steps:

1. Take the time to tell someone where you are going and when you plan to be home. A simple text message is all it takes.
2. If hiking or camping, bring the [10 Essentials](#).
3. Acquire the proper permits.

- Travel Info – traveloregon.com, crgva.org
- Road Info – tripcheck.org, wsdot.com/traffic/
- Trail & Permit Info – gorgefriends.org
- Scenic Area Info – fs.usda.gov/crgnsa
- Transit: columbiagorgeexpress.com, gorgefriends.org/hikebybus, gorgetranslink.com, graylineofportland.com

GORGE!

Help others have a great experience, too.

Be a model trail steward and share your awesome photos and experiences with others by using these hashtags [#readyssetgorge](#), [#lovethethegorge](#), [#HCRHighway100](#), [#hcrhighway](#), [#route30](#), [#columbiagorgeexpress](#), [#ridethethegorge](#), [#hikethethegorge](#), [#ReconnectTheGorge](#), [#findyourwild](#), [#hoodgorge](#), [#gorgebingo](#)

Ready, Set, Gorge! Sample Social Media Posts

Sample Facebook posts [always include a hero shot]:

Love the Gorge but don't love the crowds? See the Gorge the way it was meant to be seen.

Go Early (before 10 a.m.).

Go Late (after 4 p.m.).

Go East (beyond the popular waterfall area).

Get more tips at ReadySetGorge.com.

Planning a trip to the Columbia River Gorge? Start your visit in the less busy eastern Gorge, where the sun is often shining. Travel the Gorge in a different direction by starting in The Dalles or Goldendale, checking out Maryhill Museum of Art, wineries and stunning viewpoints. Find trip ideas at ReadySetGorge.com

When was the last time you experienced a Gorge sunrise? Leave early to beat the crowds and see the Gorge the way it was meant to be seen.

Love the Gorge? See it the way it was meant to be seen. Visit the Gorge mid-week and find peace and quiet along your favorite trails. Find a hike that suits you or your group: gorgefriends.org/hike-the-gorge/find-a-hike.html

Love the Gorge but don't love traffic? This summer let someone else do the driving. Take the Columbia Gorge Express, the quick, easy and affordable way to Multnomah Falls. Friday through Sunday, catch a ride from Gateway Transit Center for only \$5! You can even bring your bike. Read More: www.ColumbiaGorgeExpress.com.

Want to experience the original Historic Columbia River Highway from 100 years ago? Visit the Mosier Twin Tunnels Trail, a 4.5-mile section of the Historic Columbia River Highway

State Trail closed to motorized vehicles. Cycle through the tunnels that pass through two climate zones and spectacular scenery. Find this and more routes at RideOregonRide.com.

Experience the Gorge like a local. Take three days to play and stay in and around the towns along the Columbia River Gorge Historic Highway and State Trail, which turns 100 this year! Find trip ideas at ReadySetGorge.com.

Be a Gorge Hero! When you visit the Gorge, leave it even better by following Leave No Trace principles and packing the 10 Essentials. Volunteer with a trail crew, clean up litter along the trail and leave nature in nature. www.americanhiking.org/resources/10essentials/

Sample Tweets:

Going to the Gorge? Avoid the crowds. Go early, go late or go east. Just be sure to let someone know where you're headed. #ReadySetGorge

Going to Gorge this summer? Plan ahead, go early and take the Columbia Gorge Express. Get info at ColumbiaGorgeExpress.com #ReadySetGorge

Love the Gorge but don't love the traffic? Let someone else do the driving. Take the Columbia Gorge Express, the easy way to the Gorge.

Planning to cycle the Gorge? Go early, go late or go east to avoid the traffic and enjoy the open road. #RideOregonRide #ReadySetGorge

The Historic Columbia River Highway and State Trail turns 100 this year! Take three days to explore all 70 miles. #RideOregonRide #route30

Avoid crowds in the western Gorge. Explore the stunning views, peaceful trails and excellent hospitality in the eastern end of the Gorge.

We have insider tips on how to experience the Gorge: ReadySetGorge.com

Get to know the Gorge the right way: ReadySetGorge.com

Sample Instagram posts [always include a hero shot]:

Going to the Gorge? Experience the Gorge at its finest. Go Early. Go Late. Go East.
#ReadySetGorge #ColumbiaRiverGorge #GetOutside #traveloregon #GorgeExpress #route30

Experience the Gorge like a local. Visit mid-week to experience the scenery, trails and towns the Gorge has become famous for. #ReadySetGorge #ColumbiaRiverGorge #GetOutside #traveloregon

Visiting the Gorge this summer? Leave the driving to someone else. Take the Columbia Gorge Express – the easy way to #MultnomahFalls. #GorgeExpress #ReadySetGorge #ColumbiaRiverGorge #GetOutside #traveloregon #route30

The Columbia River Gorge Historic Highway and State Trail turns 100 this year! Take three days to explore all 70 miles. #ReadySetGorge #route30 #cycling #ColumbiaRiverGorge

Planning a trip to the Columbia River Gorge? Start your visit in less busy eastern Gorge, where in Sam Hill's words, the sun meets the rain.

When you visit the Gorge, how do you leave it better for those to follow? #ReadySetGorge #leavenotrace #10essentials