



I. Ready, Set, GORge! Website Guidelines

Partners are invited to share Ready, Set, GORge! content on their websites, e-newsletters, brochures and other materials. *Following is suggested language to use.*

Ready, Set, GORge!

Established in 1986, the Columbia River Gorge National Scenic Area protects nearly 293,000 acres of trails, forest, waterfalls, parks and historical sites within this spectacular river canyon.

A unique working landscape of public and private lands, the National Scenic Area is a world-renowned destination as well as a place that many people call home. As the Gorge becomes an increasingly popular place to recreate, many of the area's trails, parks, picnic areas and natural resources are becoming threatened by overuse.

When planning your visit the Gorge, take [Ready, Set, GORge!](http://readysetgorge.com) to heart.

GET READY

More than 3 million visitors travel to the Columbia River Gorge National Scenic Area each year. To avoid congestion on local trails and have a safe and enjoyable trip, follow these tips.

- **Go Early** – Start your trip before 10 a.m. to beat the crowds.
- **Go East** – Hike the less popular but equally beautiful hikes in the eastern Gorge.
- **Go North** – Hike the less popular but equally beautiful hikes on the Washington side of the Columbia River Gorge,
- **Go Midweek** – The weekends are the busiest times to visit the Gorge, especially between April and October. You'll likely avoid crowds if you visit midweek.

GET SET

Take these steps when planning your trip to the Gorge to help ensure you have a safe and enjoyable adventure.

1. Choose trails that meet your group's comfort and fitness level.

When choosing a hiking trail, consider the following:

- Total distance (round-trip).
- Total elevation gain and loss (generally speaking, the more elevation gain, the more strenuous it will be).
- Trail conditions (read online [trail descriptions](#) and [trip reports](#) to determine any natural hazards).
- Trail closures (check [here](#) for trail closure alerts).

2. Research road, trail and weather conditions.

Roads

- Oregon – www.tripcheck.org
- Washington – www.wsdot.com/traffic

Trails

- [Columbia River Gorge National Scenic Area Hiking Guide](#)
- [Friends of the Columbia Gorge Find a Hike Tool](#)
- [Oregon Hikers Trip Reports](#)

Weather

- [NOAA forecast for western Gorge](#)
- [NOAA forecast for the eastern Gorge](#)

3. Tell someone where you are going and when you plan to be home.

4. Research recreation use fees and bring cash to pay them.

Recreation fees help pay for trail maintenance and amenities, such as restrooms and picnic areas, at trailheads. Go [here](#) to find a comprehensive list of the three types of passes and where they are required.

5. Bring the 10 Essentials.

This includes water, extra food, a headlamp and more. Go [here](#) to get the full list.

GOrge!

Help protect the Columbia River Gorge for future generations. Become a steward of this place we love.

1. Protect vital habitat by using only authorized trails and campsites.
2. Leave no trace by packing out your trash and picking up litter you find.
3. Stop the spread of invasive species by using a boot brush, available at many trailheads.
4. Protect wildlife by keeping dogs on leash and picking up their waste.
5. Be courteous. Don't block parking spots or private driveways, and don't park in unauthorized spaces.
6. Reduce carbon emissions and congestion by carpooling, taking a shuttle or biking.
7. Respect local cultures, practices and resources.
8. Help Gorge businesses prosper by shopping locally.
9. Donate time and skills to local nonprofits and agencies (go [here](#) for a list).
10. Support maintenance and conservation efforts by paying usage fees.

Find more tips at ReadySetGorge.com.

II. Ready, Set, GORge! Social Media Guidelines

Partners are invited to share the Ready, Set, GORge! key messages via your social media channels.

Or, please follow Friends of the Columbia River Gorge (www.facebook.com/gorgefriends) and repost their Ready, Set, GORge posts, including Local Picks for amazing hikes.

Image Guidelines:

Please use images of people following proper trail etiquette and Ready, Set, GORge! suggestions:

- Hiking on established trails
- Hiking with dogs on leashes
- Hiking less-popular trails (eastern Gorge and in Washington)
- Visiting less-popular sites (The Dalles Dam, Columbia Gorge Discovery Center & Museum, etc.)
- Volunteering (trail work, river cleanups, etc.)
- Using boot brushes, picking up litter, etc.

Hashtags

Many organizations already use these hashtags to promote hiking in the Columbia River Gorge National Scenic Area:

- #TrailTuesday
- #WildflowerWednesday
- #HoodGorge
- #TravelOregon
- GorgeFriends

We suggest using these additional hashtags

- #ReadySetGorge
- #LoveTheGorge
- #HikeTheGorge
- #GorgeExpress
- #ColumbiaRiverGorge
- #SafetySaturday

Sample Facebook posts

Love the Gorge but don't love the crowds? Go Early (before 10 a.m.). Go East. Go North. Go Midweek. Get more travel tips for the Columbia River Gorge National Scenic Area at ReadySetGorge.com.

#ReadySetGorge #HiketheGorge #ColumbiaRiverGorge #TravelOregon #HoodGorge

Love the Gorge but don't love the traffic? This summer let someone else do the driving. Take the Columbia Gorge Express, the quick, easy and affordable way to Multnomah Falls. Find transportation tips for traveling to the Columbia River Gorge National Scenic Area -> ReadySetGorge.com.

#ReadySetGorge #HikettheGorge #GorgeExpress #ColumbiaRiverGorge #TravelOregon #HoodGorge

Experience the Gorge like a local. Take three or more days to this National Scenic Area, which spans 80 miles! Help ensure you have a safe and fun adventure — Before leaving home, visit ReadySetGorge.com.

#ReadySetGorge #HikettheGorge #ColumbiaRiverGorge #TravelOregon #HoodGorge

Before hiking the Gorge, tell someone where you plan to go and when you plan to return. Then call or text them once you return to your car safely. For more tips to have a safe and fun trip to the Columbia River Gorge, visit ReadySetGorge.com. #ReadySetGorge #HikettheGorge #ColumbiaRiverGorge #SafetySaturday

Protect the Columbia River Gorge National Scenic Area for future generations. Find ways to give back to this national treasure. Visit ReadySetGorge.com.

#ReadySetGorge #HikettheGorge #ColumbiaRiverGorge #Volunteer

Sample Tweets:

Love the Gorge but not the crowds? Go Early (before 10 am). Go East. Go North. Go Midweek. Get more travel tips at ReadySetGorge.com.

Love the Gorge but not the traffic? Let someone else do the driving. Take the Columbia Gorge Express. ColumbiaGorgeExpress.com

Looking for a Gorge hike that meets your group's fitness level and interests? Check out the Find-a-Hike tool created by [@GorgeFriends](https://twitter.com/GorgeFriends).

Wondering where to go and what to bring to the @CRGNSA? Get travel tips to help you have a safe and fun trip at ReadySetGorge.com.

See the Gorge in a whole new light. Visit the Gorge #midweek or travel it in reverse starting in The Dalles, Oregon.

Planning to hike the Gorge? Find travel tips, including what to pack for your day on the trail, at ReadySetGorge.com.

Help protect the Gorge for future generations. Learn how to give back to the @CRGNSA. Visit ReadySetGorge.com.

Sample Instagram posts:

Experience the Columbia River Gorge minus the crowds. Go Early (before 10 am). Go East. Go North. Go Midweek. #ReadySetGorge #ColumbiaRiverGorge #midweek #hiking #TravelOregon

Experience the Gorge like a local. Visit midweek to experience the scenery, trails and towns that have made the Columbia River Gorge National Scenic Area a world-renown destination. #ReadySetGorge #ColumbiaRiverGorge #LikeaLocal #midweek #hiking #TravelOregon

Love the Gorge but not the traffic? This summer let someone else do the driving. Take the Columbia Gorge Express, the quick, easy and affordable way to Multnomah Falls. Find transportation tips for traveling to the Columbia River Gorge National Scenic Area at ReadySetGorge.com. #MultnomahFalls. #GorgeExpress #ReadySetGorge #ColumbiaRiverGorge #TravelOregon #Route30

Planning to hike the Columbia River Gorge National Scenic Area? Find travel tips, including what to pack for your day on the trail, at ReadySetGorge.com. #ReadySetGorge #ColumbiaRiverGorge #Hiking #PlanAhead #10Essentials #SafetySaturday

Protect the Gorge for future generations. With more than 3 million visitors a year, the Columbia River Gorge National Scenic Area needs help from people like YOU to help preserve and protect it for years to come. ReadySetGorge.com. #ReadySetGorge #ColumbiaRiverGorge #volunteer #GiveBack #LovetheGorge #LikeaLocal