

NEWS RELEASE

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## **Washington Trails Association Announces Partnership with Western Washington Honda Dealers**

SEATTLE— Washington Trails Association (WTA) is excited to announce a new partnership with the Western Washington Honda Dealers. Western Washington Honda Dealers are WTA's largest corporate partner to date, funding essential work to meet WTA's mission of trails for everyone, forever.

As the presenting partner of WTA, the Western Washington Honda Dealers will provide a complimentary WTA membership to everyone who purchases or leases a new Honda in 2023. New members through Honda will join a community of more than 26,000 members devoted to protecting Washington's trails.

In addition to funding essential work for trails throughout the state, WTA members receive quarterly editions of Washington Trails magazine, a WTA calendar celebrating the beauty of our state and invites to events for the trail community.

The Western Washington Honda Dealers will support trail work as well as our community programs with a 2023 Honda Passport AWD Trailsport and two 2023 Honda Ridgeline HPD AWD trucks. WTA completes over 100,000 hours of trail work each year, and the Honda Ridgeline HPD AWD trucks will help WTA transport tools to trailheads in the Western Washington region. WTA will use the Honda Passport AWD Trailsport to support efforts like the Outdoor Leadership Training program, youth volunteer trail maintenance and other programs geared at getting people outside and on a trail.

"WTA is thrilled to partner with Western Washington's Honda Dealers and to be working together to help more people get outside and experience the many natural wonders of Washington State." said Jaime Loucky, WTA's CEO. "Your support to WTA — from the vehicles that will be proudly used by our trails team staff to the new members that will be introduced to our community — will have an enormous positive impact on our work and mission and will hopefully bring some joy and inspiration to Honda customers. Thank you all for advancing our mission of trails for everyone, forever"

“Honda has been a part of the local community in Washington for nearly 50 years. We love it here. We know what makes this place special. We love the outdoors as much as WTA, our communities, and our customers. That’s why Honda is partnering with Washington Trails Association to encourage people to get out and explore our amazing trails.” said Jason Courter, Western Washington Honda Dealers Association President. “It’s part of a philosophy we call, Drive Good. What does it mean to Drive Good? It means thinking about every mile you drive and how it impacts the planet. Honda is at the forefront of environmental stewardship and sustainability. And Drive Good means getting back to nature. Thank you WTA for taking such good care of our beautiful trails. Let’s all Drive Good ‘to the trails’ together.”

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### **About Washington Trails Association**

Washington Trails Association (WTA) is the largest state-based hiking and trail-maintenance nonprofit. We have a 50-year legacy of engaging the hiking community to ensure Washington's trails stand the test of time. With more than 26,000 members and an online community of over 300,000 and growing, we are connecting people to the outdoors — from everyday adventures to backcountry explorations. Each year, 4,500 WTA volunteers perform over 160,000 hours of trail maintenance across the state. We mobilize hikers as public lands advocates, trail stewards, and on-the-ground experts sharing knowledge with fellow hikers. WTA's strength is our community and our vision depends on fostering an inclusive organization where everyone feels welcome and represented. Together we can ensure there are trails for everyone, forever. Learn more [www.wta.org](http://www.wta.org)

### **About Western Washington Honda Dealers**

Western Washington Honda Dealers (WWHD) is an association representing the 18 local Honda dealers in Western Washington. Honda dealers have been part of Western Washington for nearly 50 years. The Association’s philosophy, Drive Good, is built on the fact that Honda is at the forefront of environmental stewardship and sustainability, and of engineering reliable vehicles that are affordable and fun to drive. Drive Good includes thinking about every mile you drive and how it impacts the planet, like hanging up your car keys and choosing to walk, ride your bike, or take the Sounder instead. WWHD believes if you have to drive, drive a Honda. It’s good for you, the environment, and everything Western Washington stands for. Let’s all Drive Good together. Learn more at <https://www.westernwashingtonhondadealers.com/drive-good>