



## 2024 Trailblaze Challenge Event Recruiting Hikers — Benefitting Make-A-Wish San Diego

### 28 MILES. ONE DAY. HELP GRANT WISHES FOR KIDS IN SAN DIEGO.

**WHAT:** Hikers are invited to blaze the trails for wish kids again through this amazing program. The annual Trailblaze Challenge San Diego is more than a hike. It is more than a fundraiser. The Trailblaze Challenge, presented by Wheelhouse Credit Union, is a life-changing endurance experience that challenges participants physically and emotionally, and ultimately helps Make-A-Wish San Diego grant wishes to the 300 children with critical illnesses in our region.

Whether a novice hiker or advanced outdoor enthusiast, participants will have the opportunity to explore new trails, build confidence outdoors, and create life-long friendships all while training for the 28-mile trek on the iconic Pacific Coast Trail and raising funds to support wish-granting in our community. The Trailblaze Challenge has raised nearly \$4 million dollars in its first seven years and was recently awarded as a “top three Trailblaze Challenge event” across the country by Make-A-Wish America.

#### **WHEN & WHERE:**

- January 16–February 2: FREE informational sessions (required to register) to learn more. Dates and locations vary, choose your session by visiting [www.trailblazechallengesd.org](http://www.trailblazechallengesd.org) and select “RSVP”.
  - Hike Weekend #1: May 3-5 (hike on Saturday, May 4) – Wrightwood, CA (New trail and location!)
  - Hike Weekend #2: May 17-19 (hike on Saturday, May 18) – Big Bear, CA
  - Hike Weekend #3: May 31-June 2 (hike on Saturday, June 1) – Big Bear, CA

**WHO:** Presented by Wheelhouse Credit Union, each hike weekend anticipates 100+ hikers participating with over 30 trained hike leaders and medic volunteers for each hike. **And everyone is welcome to learn more about this incredible endurance challenge through upcoming informational sessions.**

**2024 Hiker Highlights:**

- Parents of wish kids coming back to hike again
- “Wish Hero Trailblazers” who are pledging to hike **two or all three** weekends
- Make-A-Wish San Diego CEO & President, Suzanne Husby hiking her 5<sup>th</sup> year now
- And many more experienced hikers, novice hikers, and San Diegans with connections to wish families in our community coming together.

#### **HOW:**

- All new hikers will need to sign up for a FREE informational session to learn about the challenge commitment between January 16 and February 2—RSVP at [www.trailblazechallengesd.org](http://www.trailblazechallengesd.org)
- Also be sure to follow them on Instagram to get to know the event hiking community, training info, and/or ask questions @trailblazechallengesd
- Companies interested in getting involved as a community partner with a hike team or event support can email event manager Grace da Silva at [gdasilva@sandiego.wish.org](mailto:gdasilva@sandiego.wish.org) to learn more.

**MEDIA CONTACT:** Christine Reed, Director of Communications, Make-A-Wish San Diego via [creed@sandiego.wish.org](mailto:creed@sandiego.wish.org) or 858.668.8300

#### ***About Make-A-Wish® San Diego***

*Make-A-Wish® San Diego creates life-changing wishes for children with critical illnesses in San Diego and Imperial Counties. Since its inception in 1983, the San Diego chapter has granted more than 5,000 wishes to children in our community. At Make-A-Wish, the goal is simple: provide children and their families with a life-affirming experience in the midst of a very challenging time. A wish has the power to change a child's mental state, provide desperately-needed respite for a family, and allow the child's and his/her family to experience a sense of normalcy. We serve children from all areas of both San Diego and Imperial Counties and our demographics span every socio-economic and ethnic demographic. No eligible child is ever turned away, and a family's financial status, race, or religion has no bearing on whether or not a child will receive a wish. For more information about Make-A-Wish San Diego, visit us online at [www.sandiego.wish.org](http://www.sandiego.wish.org).*