In This Email

Dog Days of Summer
Freescale Gives Back
Austin Distance Challenge
Austin Track Club
Boardwalk Pictures
Seaholm Intake Update
Volunteer Opportunities
Trail Tale

The Trail Foundation

Board of Directors

Brian Ott, President
TBG Partners
Kate Lowery,
President Elect
Whole Foods Market
Stephanie Shoemaker,
Treasurer
Maxwell Locke & Ritter
Christopher Kennedy,
Secretary
Lin-Mar Partners
Cameron Breed
SWBC Mortgage
Tony Capasso
Bazaarvoice
Griffin Davis
Q1 Media
Charley Dean
Owner Resource Group

In This Email

We're in the Dog Days of Summer, Keep Yours Cool!

Everybody knows it: Trail dogs are cooler. Man's best friends love the Butler Trail as much as we do - in fact, many a loyal canine running partner has his or her name immortalized in the commemorative bricks at Lou Neff Point.

During the dog days of summer, it's important to help your pet avoid overheating, dehydration and sunburn. Heat exhaustion is often caused by over-exercising a dog during hot weather. Both heatstroke and heat exhaustion can result in brain damage, heart failure or even death in a short time. Here are precautions you can take to help keep your 4-legged Trail enthusiast healthy:

- Run in the cooler early morning or late evening, and avoid the times after your dog has eaten. And you can let them take a dip in the lake!
- Always offer your dog water when walking, running or hiking. If your dog gets overheated, cool her off by offering plenty of water; you can also wet the dog's body and paws and then fan.
Freescale Gives Back

Since 2006, Freescale Semiconductor has been a key sponsor for our annual Moonlight Margarita Run. For the past three years, Freescale has also sponsored any employee who chooses to run in the 5K race...this year that total was a record breaking 240 runners...outstanding! Pictured above are the Freescale runners and volunteers who spent their day giving back to a Trail they love.

According to Dale Herron, TTF member/volunteer and Freescale employee, the partnership between TTF and Freescale works well because, "Our employees, like many Austinites, use the Trail year round. Be it training for their next big race, walking to reduce stress, or just connecting to our beautiful city. The Trail gives us all so much to enhance our lives. It is a pleasure to be able to support TTF and the great work it does for the betterment of one of Austin's true treasures."

Freescale is committed to giving back to the communities where it does business and focuses funding in three distinct areas: STEM (Science, Technology, Engineering and Math), Health and Wellness, and the Community. We are fortunate to have Freescale as a long-term partner to help us in our mission to protect and enhance the Butler Trail which is truly the heart of Austin. Thank you, Freescale!

Austin Distance Challenge

We are thrilled to be the beneficiary of the Austin Fit Magazine Distance Challenge again this year! We know most runners log many miles on the Butler Trail training for these races. We truly appreciate Austin Runners Club and the Distance Challenge crew for recognizing this and choosing to back to our Trail. Thank you!

Early registration for the 2013-14 Distance Challenge is now open. The challenge includes the following six races:
IBM Uptown Classic - October 6, 2013
Run For The Water - October 27, 2013
Decker Challenge - December 8, 2013
Rogue Distance Festival 30/10k - January 5, 2014
3M Half Marathon - January 19, 2014
Austin Marathon & Half Marathon - February 16, 2014

Click here for additional information about the Austin Distance Challenge including the Full and Half Track options. Register soon; early bird pricing ends August 24!

Austin Track Club

The Austin Track Club is a professional track and field team that trains, develops and supports aspiring Olympic athletes. The Club realized that, as a group, they've logged enough miles on the Butler Trail to circle the earth at least once! So, they have offered to partner with us to improve their home-away-from-home, our Trail.

On October 19, the Austin Track Club will present the Run for All Festival at Texas School for the Deaf. Run for All will feature an all-comer's 5K, a professional track meet, live music, food trucks and an outdoor screening of the Halloween classic "Beetlejuice." Registration is $30 and is all-inclusive. Proceeds from the Run for All Festival will benefit the Texas School for the Deaf Foundation. For more info - and to sign up go to www.RunForAllATX.com

To learn more about the Austin Track Club, "like" them on Facebook or follow them on Twitter @AustinTrackClub.

Boardwalk Pictures

Check out the most recent photos of the Boardwalk construction by our fantastic volunteer photographer, Tom Athey. We are delighted to see the progress and are looking forward project completion in late spring 2014!
Seaholm Intake Update

The Seaholm Intake Ideas Competition is being conducted by the Austin Parks and Recreation Department in collaboration with The Trail Foundation, the American Institute of Architects (AIA) Austin, and the Austin Parks Foundation.

The collaboration announced the top ten design teams this week. The design teams were to reinterpret, envision and create a site and Intake building that includes public use and responds to the surrounding environment while engaging the Butler Trail, its users, and Lady Bird Lake.

The top three entries will receive an award and recognition for their efforts and their concepts will be incorporated into the next stage of development through a Public-Private Partnership process.

The jury reviewed 76 creative entries and the top ten teams have their work on display at City Hall through August 2. The top three will be announced on August 9.

We hope you get a chance to stop by and check it out!

Volunteer Opportunities

Lady Bird Lake clean-up: Saturday, August 10 from 9 - 11 a.m.
There are plenty of open slots to help pick-up around Lady Bird Lake, register here to reserve your spot.

Global Kids Day of Service: Saturday, September 7 from 10 a.m - noon
Join Whole Foods Market and TTF in a morning of service by planting wildflowers at the Butler Trail! Bring a kiddo in your life to model service and enjoy some free snacks, yummy salad and learn about Whole Kids Foundation. Registration required; sign-up here: http://kidsdayofservice.eventbright.com/

Trail Tale from Memory Board

Following is another memory left on the Trail Memory board this past February. Thanks to all of you who shared your memories and stories.

"Each run is a new adventure. Rain, sleet, 100 degree heat. The 5-mile loop, the 7-mile loop + the 10-mile loop, all so special. The scenery and my very special running companions Claire + Michael Ann. I look forward to each run and when I drive by the trail I'm jealous of all the runners on the trail."