

Pioneer Title, Arizona Trail Partner for Joint 30th Anniversary

For its 30th anniversary, Pioneer Title Agency, an Arizona-based, family-owned business, has partnered with the Arizona Trail Association for "Take a Hike," the first fundraising and employee wellness challenge utilizing the Arizona National Scenic Trail.

The Arizona Trail is a continuous path across Arizona. It is divided into 43 unique passages and is open to all forms of

nonmotorized recreation, including hiking, running, backpacking, horseback riding and mountain biking (outside designated wilderness areas).

Like Pioneer, the Arizona Trail Association also is celebrating a 30-year anniversary.

Through the unique partnership, Pioneer's team of more than 375 individuals set a goal to raise at least \$30,000 this year to support the Arizona Trail. The team also will collectively hike, bike, run or ride all 800-plus miles of the Arizona Trail, with local offices adopting and overseeing that each passage is completed. Families, friends, customers and associates also are invited to participate. In addition to the wellness benefits associated with time spent on the trail, the initiative hopes to encourage everyone to explore a segment of the Arizona Trail that they likely haven't seen.

In the Southeast Valley, which includes eight branches in Mesa, Tempe and Chandler, local offices signed to trek across and raise funds for the following trails:

- **Passage 13**, an easy-to-moderate passage that covers more than eight miles across Oracle
- **Passage 16**, a moderate passage that covers more than 25 miles across the Gila River Canyons
- **Passage 18**, a moderate passage that covers nearly 19 miles across Reavis Canyon
- **Passage 19**, a strenuous passage that covers nearly 30 miles across the Superstition Wilderness
- **Passage 21**, a moderate-to-strenuous passage that covers nearly 20

miles across Pine Mountain

"This project, which many of our offices will be undertaking together, is one of many volunteer and fundraising activities happening in 2015 that

our folks will be involved in," says Keith Newlon, founder and co-owner of Pioneer Title.

"In fact, our team has a statewide community relations program, Pioneer Title Agency in

Action, which focuses on giving back both time and money to hundreds of local causes across Arizona."

"While our 'Take a Hike' Trail program is special for our 30th anniversary, giving back at the hyperlocal level is something each and every team member in all 55 branches is encouraged to do each day."

When complete, the \$30,000 raised through the project will greatly assist the Arizona Trail Association in its mission to build, maintain, promote, protect and sustain the Arizona Trail as a unique encounter with the land.

Perhaps not coincidentally, the concept of the Arizona Trail began about 30 years ago when Dale Shewalter sat atop Coronado Peak near the U.S./Mexico border and shared his dream of a cross-state trail with others. The nearest town to this historic location is Sierra Vista—where the Newlon family founded Pioneer Title Agency and still operates. Shewalter was an American teacher who founded and promoted the Arizona Trail in 1985.

"One of our goals for this challenge is that more Arizonans will fall in love with the natural wonders that exist along the Arizona National Scenic Trail," says Matthew Nelson, executive director of the Arizona Trail Association.

"Pioneer's commitment to covering the entire length of the trail is admirable, and means that many individuals will get to experience some of the least traveled areas in our state."

For more information, or to make a donation to the Trail, visit www.ptaaaz.com.



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