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## **Byron Bay walking guide a success**

### **Byron Trails success highlights the appetite for walking trails in the Byron area**

At midday on Nov 18 the crowdfunder for Byron Trails guidebook ended successfully. Mairead Cleary had been crowdfunding for her guidebook of walking trails in Byron and beyond for 45 days. While the target was \$19,750, the final pledge amount came to \$22,525.

'It's been successful purely because of the help and support of so many people in the community' said Ms Cleary. 'This was not a solo effort.'

She said that the project had captured the imagination and the interest of many and took on a life of its own. 'People reached out to me with ideas and offers of help. Friends wrote emails and supporters shared the Facebook page over and over. We were all in it together which was amazing to experience.'

Byron Shire mayor, Simon Richardson said of Byron Trails, 'it is a fantastic book celebrating what we have to offer, and providing clear and supportive information.'

4 local and national businesses - blk superwater, The Bay Retreats, Crystal Castle and Santos Organics - got on board to sponsor the project and will be rewarded by having their logos on the book.

'The crowd funding model is an impressive one. It can produce incredible results as we saw with the Flow Hive in Nimbin. It's an enormous amount of work but very worthwhile. I wanted to make sure that people got something valuable for their contribution and I'm confident that they will.'

3 local charities will benefit from the crowdfunder: Madhima Gulgan Bush Regeneration, Sea Shepherd Conservation Society and the Rainforest Information Centre. 28 chosen rewards included a \$10 donation to one of these 3 groups. 5% of any profits from the published book will continue to go to local community non-profits.

The book will be available next autumn and will include 50 walks accessible from Byron Bay. For details and updates visit [www.byrontrails.com](http://www.byrontrails.com)