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First guidebook of walks accessible from Byron Bay

Byron Trails, a guidebook of 50 walks in Byron, Tweed, Ballina and Nightcap National Park is now on Pozible

Byron Bay, NSW, October 5: Byron Trails announced today that it is raising funds via a rewards crowdfunding campaign on Pozible to finish the production of its much needed compilation of walks in the area. Mairead Cleary, the author has set out to raise \$17,500 on Pozible to finish development and produce the first batch of printed books.

Byron Trails, the creation of Mairéad Cleary came about through her desire to give people an experience of nature. "It is my belief," said the local resident, "that if people experience a connection with nature they will want to repeat it again and again. And if that gets people outdoors more often then the project has been a success."

Mairéad has put a lot of energy into finding creative ways to lure people outdoors, the ultimate result of which is this guidebook. "Being in nature reduces the stress hormones in your body and increases the happy hormones. Walking in nature is extremely good for us mentally as well as physically, and we need it more than we realise."

Bob Brown, former leader of the Greens described it as "a beautiful book showing how we can all get into the Byron hinterland with its stunning mountain peaks, waterfalls, wide river pools and wonderful wildlife, as well as how we can access some of the picturesque coastline close by: it will be the perfect guide." He urged people to donate to help Mairéad's book is published, referring to it as "a natural winner."

Having moved to the area seven years ago, Mairéad found it difficult to find information about walks in the area and so decided to research and compile what's out there herself. She has turned that research into a one-stop guide to the coastal and hinterland walks in Byron, Tweed, Ballina and Nightcap National Park. The book has aimed for simplicity and contains a chart that lists walks by length, difficulty, feature and location. Importantly, it also includes the closest cafes to each walk for a well-deserved chai or snack afterwards.

Byron Trails contains information about the area, as well as tips for staying safe in the bush. It is a complete resource for all levels, from the novice to the avid hiker.

Mairéad expects the 150 page book to be in print in Autumn 2016 and plans to launch it at an exclusive launch party in an undisclosed location in Byron Shire. Invitations to the launch, which can be only be secured via Pozible, are expected to be snapped up.

Mairéad intends the guidebook to be the first step of a longer-term project that will see an expansion on the current network of walking trails in the area. She believes the demand is there but the infrastructure has yet to meet it. "Walking is emerging as the most popular of all outdoor activities and these walks will attract people out of the main tourist hubs into the surrounding rural hamlets."

To pre-buy the book or check out other rewards on Pozible visit pozi.be/byrontrails

For further information visit www.byrontrails.com