



Press Release

Trailburning launches Trail Maker to 'crowdsource' beautiful trail stories.

The 'beta' sticker has been ripped off! Now all of our trail running and hiking community can 'make trails' with the launch of Trailburning® Trail Maker; a free online tool developed to enable people to capture, create and share trails using GPS-enabled devices and cameras or smartphones.

Trailburning.com is a site currently used by adventure enthusiasts to discover and explore global trails and in conjunction with the launch of Trail Maker, members are now able to create their own profile and share their trail stories, using Trail Cards.

Trailburning® founder Matt Allbuery explains "Trail Maker underpins the Trailburning experience by allowing the Trailburning community to easily create and share their trails. And this is just the beginning. We are looking to engage and connect the broad trail running and hiking community on a global scale, in an unprecedented way."

Co-founder Justin Wilden further explains, "With Trail Maker, the idea is that Trail Cards will provide new inspiration for discovery and exploration, to those who like to get off the beaten track when travelling or exercising, be it in their local area or somewhere new."

Born from a passion for trail running, walking, cycling, skiing and hiking around the globe, Trailburning® is the brainchild of Augmented Media Projects' founders, Matt Allbuery (Berlin, Germany) and Justin Wilden (Melbourne, Australia). Having worked together

throughout their careers in Digital, and sharing a common interest in "Trailburning", they teamed up in April 2013 to start 'something' that will redefine the way active enthusiasts interact with geo-location media, and so Trailburning.com was born. Matt is the CEO and technologist driving the vision for Trailburning, and Justin is the company's resident strategist and marketer.

For more information about Trail Maker review the tour: www.trailburning.com/tour or check out www.trailburning.com.

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Images for editorial available: www.trailburning.com/presskit

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