



# SCHUYLKILL RIVER GREENWAYS NATIONAL HERITAGE AREA

## 2026 Media Kit

### OUR MISSION

The mission of Schuylkill River Greenways, NHA is to connect residents, visitors and communities to the Schuylkill River and the Schuylkill River Trail by serving as a catalyst for civic engagement and economic development to foster stewardship of the watershed and its heritage.

Our signature project is the Schuylkill River Trail which runs 120 miles from Frackville to Philadelphia.

### OUR WORK

As a non-profit organization headquartered in Pottstown, PA, Schuylkill River Greenways is responsible for building and maintaining the Schuylkill River Trail in Berks and Schuylkill Counties.

We also host events throughout the watershed, help educate the community, and partner with other organizations to promote, preserve and protect the Schuylkill River.



Media contact: Rosemary Keane, communications director  
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[www.schuylkillriver.org](http://www.schuylkillriver.org)

# Our 2026 Events

**SCHUYLKILL RIVER SOJOURN**  
**JUNE 13TH-19TH**

**PHILLY PHLOTILLA**  
**JULY 11<sup>TH</sup>**

**SUMMER PEDAL AND PADDLE EVENTS**  
**MAY THROUGH SEPTEMBER**

**RIDE FOR THE RIVER**  
**SEPTEMBER 19<sup>TH</sup>**

**FIRST ANNUAL SCHUYLKILL SHUFFLE**  
**10-MILE/5K/1MILE RUN**  
**OCTOBER 10<sup>TH</sup>**

**ANNUAL ART SHOW SCENES OF THE**  
**SCHUYLKILL**  
**NOVEMBER DATE TBD**

Information for all events can be found  
on our website:  
[www.schuylkillriver.org](http://www.schuylkillriver.org)

Media contact: Rosemary Keane



# SRG Fact Sheet

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The Schuylkill River Greenways Association was founded in 1974

Together with our recreation partner, Take it Outdoors, we operate a free bike share program in Pottstown, and support a bike share in Hamburg, PA. Anyone over 16 with a valid ID can borrow a bike from our office, the TIO HQ in season, or the Hamburg Library.

SRG is a State and National Heritage Area

We promote the River of Four Revolutions:

1. The American Revolution
2. The Industrial Revolution
3. The Environmental Revolution
4. The Recreational Revolution

The Schuylkill River is getting healthier! Find out more about water quality in the river here:

<https://storymaps.arcgis.com/collections/80ff49d8388f43a59499959eb4030b1d?item=1>

Once complete, the Schuylkill River Trail will span 120 miles and 5 counties connecting Frackville to Philadelphia and become a destination trail.

SRG is responsible for maintenance and building of trail in Berks and Schuylkill Counties only. Completed sections of trail in other counties are maintained by our trail partners who are listed on our website: [schuylkillriver.org](http://schuylkillriver.org)



# SRG Media Contacts

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Official statements/comments:

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