

UPDATE: VIOLET CROWN TRAIL POP-UP PARKS TO POPUP DURING SXSW

FOR IMMEDIATE RELEASE (LOCATIONS EMBARGOED)

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VIOLET CROWN TRAIL POP-UP PARKS CREATE AN OPPORTUNITY TO RECHARGE DURING SXSW

AUSTIN, Texas – March 14, 2016 - Hill Country Conservancy and REI are proudly partnering to bring the Violet Crown Trail Pop-Up Park concept to Austin during the week of SXSW.

Austin is famous for many things, one of which is our culture of our citizens getting outdoors and experiencing nature. Our Greenbelt and Zilker Park and many trails are famous destinations, and the new 30-mile Violet Crown Trail will soon be the single longest trail system of its kind in the region.

SXSW is an intense, active experience. HCC invites guests and participants to take a moment to “recharge” with the Violet Crown Trail through Pop-Up Parks planned to be held at secret locations throughout the event.

What is a Pop-Up Park?

A temporary destination for guests to rest, recharge and connect with nature. The Violet Crown Trail Pop-Up Parks will create an experience will immersing guests into a scene from the Violet Crown Trail itself through a temporary park scene. Guests can enjoy a little recreation with distractions such as corn-hole, complimentary water, kammok camping hammocks for the ultimate relaxation experience, a cellular device charging station and a little vitamin D compliments of the great outdoors, an REI sunglass making station, and more.

Where can you find the VCT Pop-Up Park?

Parks will Pop-Up periodically during SXSW in various locations around Austin. Visitors can follow the Violet Crown Trail on Facebook or Instagram, or visit hillcountryconservancy.org/pop-up to find out where and when each Pop-Up Park will appear.

Tuesday, March 15th: W Hotel Outdoor lounge (*embargoed until 3.14.16*)

11am – 6pm

Wednesday, March 16th: REI Store (*embargoed until 3.16.16*)

11am – 6pm

Thursday, March 17th: Lustre Pearl on Rainey (*embargoed until 3.17.16*)

11am – 6pm

Prizes you say?

Well of course! Visitors who check into all 3 Pop-Up Parks during SXSW and post a photo on Facebook or Instagram using the hashtag #PopUpVCT will be instantly eligible to win a YETI cooler filled with local music, VCT swag and outdoor gear. There will also be daily prizes for folks who check in at the parks, including the much coveted Kammok Roo, the world's best camping hammock.