

**News Release  
FOR IMMEDIATE RELEASE**

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**Firefly Hike to Take Place at Kettle Moraine State Forest-Pike Lake Unit**

*Event designed for women is happening July 16*

**Cross Plains, Wis. (June 30, 2022)** — Women of all ages are invited to set aside their to-do lists for one evening in exchange for fresh air and a fun, firefly hike.

The annual Ice Age Trail Alliance Be BRIGHT: Firefly Hike will take place July 16 at the Pike Lake Unit of the Kettle Moraine State Forest. During the event, participants will delight in a classic summer night: a late-setting sun, cricket songs, and pulsing fire flies. They'll hike among kettles, kames, and by the lake. Multiple hike distances will be available. Light refreshments will be offered.

"Be BRIGHT is a great way to meet and connect other active women from the local area and across the state. We want women and girls to enjoy the natural beauty that is all around us," says Amy Lord, Outreach and Education Manager for the Ice Age Trail Alliance.

Pre-registration is required. Visit <https://www.iceagetrail.org/trailtessa-retreats-2022/> before Monday July 11 to register. The event costs \$15/person and is free for those 18 or under.

Event schedule:

- 6:00 Registration opens. Welcome. Light refreshments
- 7:00 Hikes – various distances along the Ice Age Trail and around Pike Lake
- 8:00 Bonfire & s'mores station. Catch some fireflies!
- 9:00 Attendees depart

"Come for the fun and friendship, stay for the bonfire and s'mores," says Lord.

**About Be BRIGHT**

*The Be BRIGHT: Firefly Hike* is part of the Alliance's Trailtessa program, which is designed to introduce women and girls to the Ice Age National Scenic Trail and provide casual, me-time in the great outdoors.

**About the Kettle Moraine State Forest**

The forest is located in the middle of the Kettle Moraine, which is a strip of glacial landforms that extends through southeast Wisconsin. It is named after the 522-acre, spring-fed kettle lake. Powder Hill, a large glacial kame, provides terrific views of the landscape. Visitors can enjoy camping, swimming, hiking, fishing, picnicking and more.

**About the Ice Age National Scenic Trail:**

The Ice Age National Scenic Trail is a 1,200-mile footpath contained entirely within Wisconsin. It traverses the state from St. Croix Falls in the west, to Sturgeon Bay in the east, going as far south as Janesville.

One of 11 National Scenic Trails, the Ice Age Trail highlights the landscapes that were carved out by ancient glaciers, which happen to be some of the most beautiful areas in the state. Approximately 60% of Wisconsin residents live within 20 miles of the Ice Age Trail.

**About the Ice Age Trail Alliance:**

The Ice Age Trail Alliance is a non-profit, member and volunteer-based organization which conserves, creates, maintains, and promotes the Ice Age National Scenic Trail. For more information visit **[iceagetrail.org](http://iceagetrail.org)**.