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# MEDIA KIT

## 2021

# About

Wayfinder Trails and Recreation is a FREE outdoor recreation smartphone app that provides detailed trail information for residents and visitors of Thunder Bay and surrounding area.

Key features include on-trail education, hike tracking, elevation, user profiles, area maps, plus activity-specific trails like cross country skiing, mountain biking and city walking.



# Founder

Katherine Couzelis



With diplomas in Travel & Tourism and Forestry, Katherine knew Thunder Bay needed a resource to help explorers safely and easily access the beautiful trails and wilderness that surrounds the city. She partnered with a forestry classmate who had expertise in Geographic Information System mapping and they worked together to complete a major project on trail mapping and data collection. Thus, WAYfinder was born!

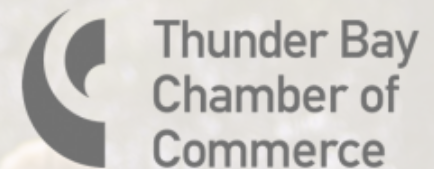
After becoming a Forest Technician, Katherine continued her education and earned an Aboriginal Canadian Relations certificate. She shares her passion for Aboriginal culture and infuses Aboriginal traditional ecological knowledge into the app to promote environmental stewardship among the app users.

# Features

- Educational pop-ups along trails to help users learn about trees, mushrooms and other vegetation in the environment to develop a relationship with the land
- Downloadable trails for use in remote areas with no cell service
- Detailed trail information including distance, completion time, difficulty rating, elevation, directions and real time hike tracking



# Community Partners



# Upcoming

WAYfinder is transforming from a simple trail app into an education and adventure tool that will soon offer products, events, group tours and eco-adventures!



# Contact

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[DOWNLOAD LOGO](#)

