Advocacy, act of pleading for; vindication.

The word advocacy is thrown about now a days more and more. It's an ambiguous word and even an even more ambiguous pursuit with whole ranges of actions from building new trails to providing grant funding for dirt jump parks. What we have at Kona is the dictionary definition of trail advocacy happening right here in the real world. We have come from the days when we were literally pleading for access to the trails to where we are now.

As the National Advocacy Director for Kona I often get pointed questions in an effort to have me call out our fellow industry members that are perceived not doing enough for trail access. Repeatedly I speak those questions and instead hold fast to what it means. Not everyone has the same passion for advocacy. Few of us Knor seque peg ft into those standardized round holes. It takes all kinds we believe, and in the end we all come out stronger.

I often get asked why we are involved in advocacy to such an extent. At Kona we’re involved in advocacy because we feel it is the right thing to do. It’s not about the media coverage or accolades and awards. Definitely those things are nice but it’s really about knowing we have contributed to the sport we love so much. A sport that helps feed our families and our soul.

Happy Trails,
Mark Peterson, Resident Advocacy Guy