

# Lake Champlain

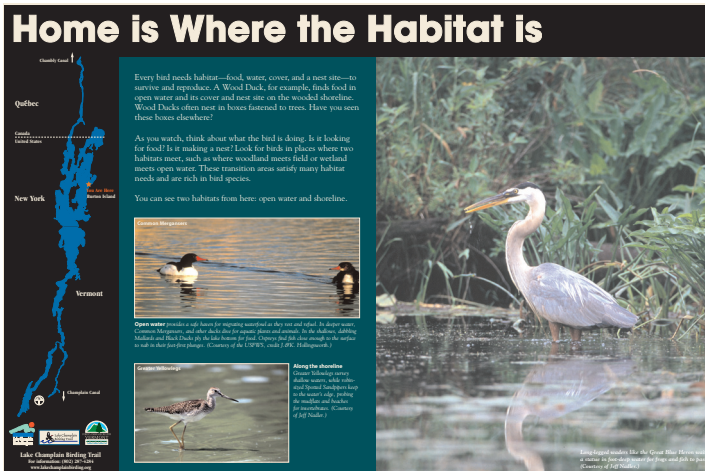
## SCENIC BYWAY AND BIRDING TRAIL

GWC

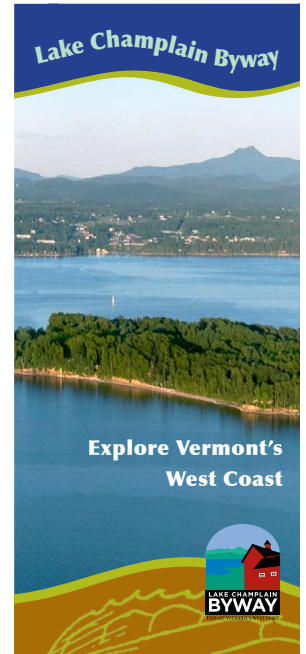
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Ghostwriters Communications planners and designers created the award-winning logo and compiled an infrastructure and interpretative needs assessment for the byway. The firm assembled and supported a stakeholder advisory committee that guided site inventory and evaluation, and coordinates partners engagement, for the Lake Champlain Birding Trail - a 330-mile highway-based trail that unifies and connects 88 birding sites along the Lake Champlain shoreline and uplands in VT and NY into a cohesive and marketable unit. The firm's creative team produced a full color map and guide identifying birding sites, uniform way-finding signs, a website, and interpretive signs (including bilingual versions) to help reveal natural and cultural history themes. GWC's successful grant writing to private foundations and government agencies lead to funding for numerous trail-related projects and products.



Lake Champlain Birding Trail Guide



Lake Champlain Byway Brochure



Samples of Interpretive Signs Along the Lake Champlain Birding Trail.