

Kate's Real Food Partners with Wyoming State Parks to Spotlight State Park Adventures

Partnership celebrates the rise of local outdoor travel and encourages responsible recreation

JACKSON, WY, UNITED STATES, July 9, 2025 /EINPresswire.com/ -- As state parks across the country welcome record-breaking numbers of visitors, according to a recent article in The New York Times, Kate's Real Food is proud to announce a partnership with Wyoming State Parks to fuel more close-to-home adventures.

“

Kate's Real Food bars fuel it all - hikes, hot springs, and starry nights - and are made with USDA Organic oats, nut butter, honey, and fruit for lasting energy.”

Brittany Thaler, EVP of Marketing at Kate's Real Food

This collaboration is part of the brand's new summer campaign, “The Wild Nearby: A State Park Guide,” which invites outdoor enthusiasts to rediscover the joy of nature - right in their backyards - through curated travel content, local park highlights, and outdoor storytelling, while

bringing the right fuel with them.

According to the National Association of State Park Directors, in 2022, state-run parks collectively welcomed 877 million visitors. This surge reflects a growing trend of Americans seeking outdoor experiences closer to home with state parks offering diverse landscapes and recreational opportunities that are comparable to national parks.

Wyoming's state parks are no exception to this trend. In 2023, Wyoming State Parks and Historic Sites saw their second-highest visitation ever, with nearly 5.3 million visitors, marking an increase of approximately 54,000 over 2022.

Fueling Exploration with a Hometown Partnership

“Wyoming's landscapes are where our brand was born, so we're especially excited to bring attention to the beauty and accessibility of the state park system here,” said Brittany Thaler, EVP of Marketing at Kate's Real Food. “Whether it's your first hike or your hundredth, state parks provide the perfect opportunity to get outside and we want to make sure you have the right fuel to do it.”

The partnership between Kate's Real Food and Wyoming State Parks highlights both organizations' shared commitment to outdoor access, conservation, and preservation and community. Together, they will produce co-branded promotional materials, digital travel guides, and provide statewide event support to help inspire and equip park-goers. Kate's Real Food will also provide product giveaways at select park events and spotlight under-the-radar parks through its national marketing channels.

Real Ingredients for Real Adventure
"Kate's Real Food bars are built for it all: trail hikes, hot springs, nights under the stars," said Thaler. "With USDA Organic ingredients—like oats, nut butter, honey, and fruit, they deliver lasting energy from real food you can trust."



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Popular flavors include:

Peanut Butter Dark Chocolate – the perfect trail companion for sweet-salty satisfaction

Oatmeal Cranberry & Almond – a fruity, chewy option for hikers and cyclists

Lemon Coconut – light, citrusy, and refreshing after a long day outdoors

Every bar is USDA Organic, Non-GMO Project Verified and packed with 3-4 grams of protein, making them a natural choice for fueling up before, during, or after outdoor activity.

Top Wyoming State Parks to Explore according to Kate's Real Food:

Curt Gowdy State Park (Laramie)

Activities: Mountain biking, hiking, fishing, canoeing

Highlights: 35+ miles of scenic trails and three reservoirs

Fun Fact: Recognized as an "Epic" trail system by the International Mountain Bicycling Association

Glendo State Park (Glendo)

Activities: Fishing, boating, hiking, mountain biking

Highlights: Glendo Reservoir, known for state record-size fish

Fun Fact: Offers 45+ miles of mountain bike trails and 500+ campsites

Sinks Canyon State Park (Lander)

Activities: Rock climbing, hiking, camping, mountain biking

Highlights: Popo Agie River disappears into a limestone cavern, then reappears downstream

Fun Fact: Offers yurts and campsites for a unique outdoor stay

Hot Springs State Park (Thermopolis)

Activities: Soaking in mineral hot springs, hiking, wildlife viewing

Highlights: State Bison Herd and unique travertine terraces

Fun Fact: Free access to the State Bath House for mineral water soaking

Bear River State Park (Evanston)

Activities: Picnicking, hiking, wildlife viewing

Highlights: Resident bison and elk, Bear River Greenway trail system

Fun Fact: Connects to downtown Evanston via the Bear River Greenway

[Download](#) the Wyoming State Park Summer Travel Guide from Kate's Real Food. For more information on Wyoming State Parks and to plan your next adventure, visit wyoparks.org. To learn more about Kate's Real Food and discover the perfect energy or protein bar for your journey, visit katesrealfood.com.

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