



Special Shawnee State Park Beer to Debut in Support of Pennsylvania Healthy Lands Week

Limited-run beer release by New Trail Brewing will support volunteer and conservation efforts of the PA Parks and Forests Foundation.

BEDFORD COUNTY, PA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Pennsylvania Healthy Lands Week (September 26 – October 4, 2026) will shine a spotlight on Bedford County and the community's growing leadership in outdoor recreation, tourism, and conservation. The annual event promotes stewardship and volunteerism to help to protect the environment, improve our well-being, and strengthen both community pride and the local economy.

To kick-start the enthusiasm, [New Trail Brewing Company](#) will debut its limited-release Shawnee State Park Beer (a hazy IPA) to promote Pennsylvania Healthy Lands Week and support the Pennsylvania Parks and Forests Foundation with a launch party.

□ Saturday, August 22, 2026

□ 4:00 – 6:00 p.m.

□ Woodhaven Brewing Company – 749 Mill Rd, Schellsburg, PA 15559

"New Trail produces a lot of new recipes throughout the year, but each State Park beer is a bit more special. It's our way of being stewards of the public land we love so much. Each time we produce a beer in this series, we support the professionals and volunteers who make a meaningful impact on outdoor recreation enhancement or conservation projects," said Don Rieck, New Trail Brewing Company spokesperson. "We hope you'll raise a can of Shawnee State Park with us, to celebrate good stewardship and the special individuals who put in the work to make our lands, healthy lands."

The Shawnee State Park Beer is the latest special brew with proceeds that support the Pennsylvania Parks and Forests Foundation and Friends of State Parks chapters.

"Healthy Lands Week is both a celebration and a call to action. It is an invitation for Pennsylvanians who love the outdoors to 'turn their passion into action,'" says Marci Mowery, President of the Pennsylvania Parks and Forests Foundation. "Our state holds a wealth of natural, cultural and historic treasures, but these landscapes endure only when people step forward to care for them."

Mowery says Bedford County's investment in outdoor recreation is driving economic growth, tourism, workforce attraction, and community pride. "Its trails, waterways, forests, and historic landscapes depend on ongoing care," she adds. "It is the perfect community to showcase how volunteers make that possible."

"Shawnee State Park is excited for both of these partnerships (the limited-edition beer and Healthy Lands Week)," says Jim McCorkle, Park Manager. "And we hope that they will bring both repeat and new visitors to experience what Shawnee has to offer."

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Media organizations are encouraged not only to cover the beer launch event but also to join the stewardship effort themselves by volunteering for one of the many projects scheduled throughout the week. Many opportunities are available such as invasive species removal, trail restoration, historic site conservation, tree planting, habitat improvement, and more.

The volunteer projects will take place throughout Bedford County including Shawnee State Park, Buchanan State Forest, Warriors Path State Park, and other local sites.

A full list of projects, dates, and sign-up links is available at:

https://pahealthylandsweek.org/get_involved_2026/

Marci Mowery

PA Parks and Forests Foundation

+1 717-236-7644

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