For Immediate Release

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#Hike4Hope to raise awareness and funds to end extreme poverty

Trey and Madison Cason commit to hike 2019 miles to raise $219,000 for GHNI.org

**Atlanta — June 13, 2018 —** Trey and Madison Cason, a young couple embarking on a journey to hike the Appalachian Trail announced their intent to raise $219,000 for work to end extreme poverty through Global Hope Network International. This couple gave notice to their employers, transitioning from well-paying professional positions to become humanitarian aid workers this past month. To launch their career shift, the couple will begin hiking the trail from Maine on June 13th. to begin their journey expected to last until late fall 2018.

Madison shared, “Growing up with families who took us to different state parks to hike and camp, cultivated an appreciation for the outdoors and a love for nature. As a couple, we’ve been dreaming about hiking the Appalachian Trail for several years. We want to follow this dream while impacting the lives of those living in South Asia by offering a ‘hand-up’ not a ‘hand-out’.”

When asked about personal comforts, Madison confessed, “While I officially get to put my record of not showering for six days to the test and Trey is excited to up his facial hair game from Duck Dynasty to Full Chewbacca!” This couple is serious!

# Global Hope Network International (GHNI.org)

GHNI.org seeks to bring help and hope to the hidden and hurting through the empowerment of villagers seeking to end their own extreme poverty utilizing local resources and labor. With a small amount of donated funds ($12,000 to $18,000 annually), villages become self-sustaining in just five years. That’s only $60,000 to $90,000 total to bring an average of 1500 people out of extreme poverty!

# Getting Involved

While Trey and Madison are excited to begin the journey, traveling with friends along the way and being encouraged along is an added benefit. Individuals can truly track progress and work to meet up with Trey and Madison along the way for short periods, hike locally near their home or even on their treadmill! Wherever you hike, get pictures and video and post them using #Hike4Hope. To join the fun financially, show your support by giving through Hike4Hope.Rocks or email daphne.keys@ghni.org to set up your own Hike4Hope donation page!

However, you participate, follow along the blog to learn how Trey and Madison process along their journey and if they run into any fun challenges! We’ll be posting regularly at Hike4Hope.Rocks.

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# For more information on Product:

Website http://www.Hike4Hope.Rocks