



A couple of weeks ago [Birmingham-Southern College](#) and [Blue Cross Blue Shield of Alabama](#) joined forces [with other organizations](#) to launch a new website geared at makes residents and visitors to the city more aware of the opportunities around them to enjoy the state’s natural environment.

[TrekBirmingham.com](#) was built by local design firm [Scout Branding](#). [The official release announcing the site’s launch back on May 10](#) points out that six locations are currently included in the project, with another four “treks” to be added in the next phase.

The site will take the opportunity to educate its captive audience about just how the city and its residents can and should relate to nature with maps showing things like the area’s geology and biodiversity, making the site an invaluable educational resource.