



50th Anniversary 50 Hike Challenge celebrating Sierra Club's North County Group and Wilderness Basics Course 50th year

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San Diego, CA – The San Diego Sierra Club North County Group (NCG) and North County Group Wilderness Basics Course (WBC) are celebrating their 50th anniversary with a 50-hike challenge beginning June 1, 2021. Hike up to 50 North County San Diego hikes between June 1, 2021 and May 30, 2022, and you could be eligible for a prize. Rules for the 50 Hike Challenge can be found at <https://wbc.sierraclubncg.org/50-hike-challenge/>. Follow us on Facebook (<https://www.facebook.com/SierraClubNCG>) and Instagram (<https://www.instagram.com/sierraclubncg/>), and tag your photos using the hashtag #NCG50for50!

The [Sierra Club North County Group](#) (NCG) is a group of the San Diego Sierra Club Chapter. It was founded in 1971 and is still dedicated to its mission of exploring, enjoying, and protecting the planet, working from right here in our little corner of beautiful Southern California.

In the late 1960s, Escondido was considered to be in the far northern reaches of San Diego County. To participate in Sierra Club activities meant a long drive south to San Diego on old Highway 163 before the creation of the I-15. In 1970 about six like-minded Sierra Club members decided to start a North County Group. With guidelines from the National Sierra Club office, the North County Group wrote by-laws and began meeting at members' homes in Escondido. One of the stated goals of the North County Sierra Club in 1972 was to keep "the outdoors clean and the necessity of conservation."

The Wilderness Basics Course started as the Basic Mountaineering Course. It was held at Del Dios Junior High School in 1971 with 11 students. Over the years, the course curriculum has changed and was renamed to WBC, but the goal of equipping participants with strong knowledge for how to enjoy the outdoors safely continues.

Today, the North County Group has an active Conservation Committee advocating for strong environmental policies in inland North County. Other key activities include leading outings and hosting a [Wilderness Basics Course](#) offered from January through March each year.

About the Sierra Club:

The [Sierra Club](#) was founded by John Muir in 1892 and is now the nation's largest and most influential grassroots environmental organization — with more than two million members and supporters. Our successes range from protecting millions of acres of wilderness to helping pass the Clean Air Act, Clean Water Act, and Endangered Species Act. More recently, we've made history by leading the charge to move away from the dirty fossil fuels that cause climate disruption and toward a clean energy economy.

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