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1% to the  
Great Lakes

M22 Microadventure Card Set

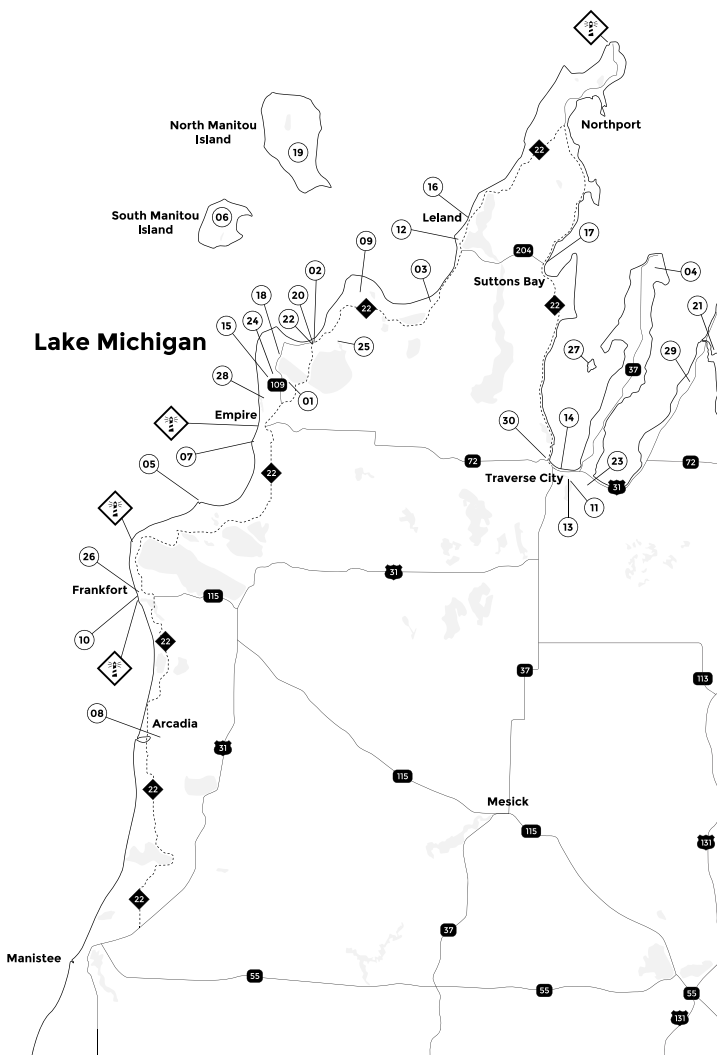
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# Adventure starts here.

Life is short. Every day should be an adventure, and it can be—if you make it. Even small moments can be made into something amazing. Life, fun, discovery—it doesn't have to be difficult. The only limit to making a moment worthwhile is yourself and your imagination. Choose a Microadventure card and enter the coordinates in your phone to begin. Don't forget to share your Microadventure with us!

**M22.COM/MICROADVENTURES**



# SLEEPING BEAR DUNES

01

## ADVENTURE STARTS HERE

Take in the Sleeping Bear Dunes like most have never seen them before—from the flip side. Hike over the dune climb while taking in a view of the Manitou Islands, and simply follow the shore north. You'll find some superb views along the way, and hopefully Glen Haven...eventually.

## WHAT TO EXPECT

- ① **Beginner:** Little effort, kid-friendly, accessible.
- **Intermediate:** Some effort, moderate to strenuous activity.
- ③ **Advanced:** Strenuous activity and/or some risk involved.
  
- ① **Short:** 2 hours or less.
- **Medium:** Up to 1/2 day.
- ③ **Long:** Full day or more; plan ahead.
  
- **Wheelchair**      ● **Parking on/near site**
- **Pets Allowed**      ● **Kid friendly**

## DIRECTIONS

Enter coordinates in phone to begin:

44.882672, -86.041601

Glen Arbor, MI





**Photo:** Tommy Greene / @type.random

## SLEEPING BEAR DUNES

01

Try to coordinate this adventure with a friend. Drop a vehicle in Glen Haven and carpool to the Dune Climb parking lot. Begin your 7-mile trek from there and end at your parked vehicle for a short cruise back to the Dune Climb. Take a dip in Little Glen across M-109 at the Little Glen Beach Park.

**WHAT TO BRING:** Plenty of drinking water, sunscreen, snacks, and shoes.

**OPTIONAL SIDE TREK:** The historic village of Glen Haven is a destination for history buffs, including blacksmith demonstrations. The beach and water colors can't be beat in Glen Haven.

**KICK IT UP A NOTCH:** Drop off some bikes in Glen Haven before you go, and ride the Sleeping Bear Heritage Trail back to your car to experience one of the best stretches of biking trail in the area.

**TIPS:** Bring shoes! Sand will get hot and many areas of the beach are covered in rocks. Make sure you get your Sleeping Bear Dunes National Park Pass ahead of time. Stock up on food, as the nearest restaurants or convenience stores are a couple miles away. Afterwards, be sure to stop by Art's Tavern in downtown Glen Arbor for a well-deserved drink after the trek. Bring cash along with you, as they don't accept credit cards.

Discover all microadventures at: [M22.com/microadventures](https://M22.com/microadventures)

## WHAT DRIVES US

At the heart of all we do is a desire to connect people with a common passion for the Great Lakes region – a place unlike any other on earth. M22 is a symbol that inspires people to get out and enjoy natural wonders and appreciate simplicity. We encourage individual, community, and environmental health and prosperity.



**Share your adventure: @M22LIFE #M22LIFE**

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231.360.9090 / **M22.COM**

# CRYSTAL RIVER

02

## ADVENTURE STARTS HERE

Take the family on a 2-3 hour trip along one of northern Michigan's best river rides. With clear, shallow water and a sandy bottom, all tucked deep in the Sleeping Bear Dunes, you'll see why the Crystal River has earned its name.

## WHAT TO EXPECT

- ① **Beginner:** Little effort, kid-friendly, accessible.
  - **Intermediate:** Some effort, moderate to strenuous activity.
  - ③ **Advanced:** Strenuous activity and/or some risk involved.
- 
- ① **Short:** 2 hours or less.
  - **Medium:** Up to 1/2 day.
  - ③ **Long:** Full day or more; plan ahead.
- 
- |                       |                               |
|-----------------------|-------------------------------|
| ○ <b>Wheelchair</b>   | ● <b>Parking on/near site</b> |
| ○ <b>Pets Allowed</b> | ● <b>Kid friendly</b>         |

## DIRECTIONS

Enter coordinates in phone to begin:

44.897947, -85.983942

Glen Arbor, MI







Photo: Grant Piering / @piering

## CRYSTAL RIVER

02

If you want to paddle your own kayak or SUP, park at Crystal River Outfitters and they will shuttle you 2 miles to the head of the river (675 and Fisher Road) for \$10. They take care of it all and will load and unload your equipment. When you arrive back in downtown Glen Arbor be sure to check out our beautiful M22 store and enjoy some wine tasting.

**WHAT TO BRING:** A cooler for drinks, water shoes with straps (flip-flops may get lost), sunscreen, and a way to secure items like keys and phones in case you go under (like the M22 waterproof bag).

**OPTIONAL SIDE TREK:** Glen Arbor is full of great shopping, arts, and eats. If that's not enough, rent some bikes at Crystal River Outfitters and head down the Sleeping Bear Heritage Trail for a gorgeous view of the scenery.

**KICK IT UP A NOTCH:** Opt for a SUP (stand up paddle). It's surprisingly stable and easy to do and gives you a different perspective (and workout).

**TIPS:** Just have fun. You really can't go wrong with this trip, even if you tip!

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# GOOD HARBOR BEACH

03

## ADVENTURE STARTS HERE

Good Harbor Beach: the perfect place to reconnect with friends and nature. It's secluded yet accessible, and one of the best beaches in northern Michigan. Set aside an evening to enjoy a sunset around a bonfire, and maybe catch a shooting star or two!

## WHAT TO EXPECT

- **Beginner:** Little effort, kid-friendly, accessible.
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- ③ **Long:** Full day or more; plan ahead.
- **Wheelchair**
- **Parking on/near site**
- **Pets Allowed**
- **Kid friendly**

## DIRECTIONS

Enter coordinates in phone to begin:

44.947390, -85.811444

Cedar, MI





Photo: Tony Demin / @tonydemin

## GOOD HARBOR BEACH

03

**WHAT TO BRING:** Drinking water and/or other beverages, just no glass. Food and picnic items (s'mores!) are always a good idea, as well as firewood, blankets, swim gear and a camera.

**OPTIONAL SIDE TREK:** Good Harbor beach is only 15 minutes from Pyramid Point; it might be worthwhile to check out both in one day.

**KICK IT UP A NOTCH:** From either Bohemia Beach or anywhere along Good Harbor Beach, take a walk to the west and discover the amazing river mouth of Shalda Creek. You can also drive there by heading west on Lake Michigan Road. This spot is not to be missed.

**TIPS:** If you pick a spot a bit off the beaten path, you'll have what seems like the whole beach to yourself. Also, remember to take care of your fire properly! Dig a pit into the sand to create your firepit, and put water on it after you're done. A common mistake people make is to bury the fire in the sand. However, this can mean you're simply insulating hot coals for anyone to accidentally step on—possibly children. Please keep the beach clean so everyone can enjoy.

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# Protecting Our Shoreline.

The Great Lakes region offers some of the most diverse and wondrous resources right at our doorstep. When we step outside, whether to surf in sub-temps or simply go on a walk, we become part of a process that not only effects the future of our outdoor explorations but directly impacts how future generations will experience the same places and activities.

Simply put, our adventures, whatever they may be, must start with protecting our natural assets. As part of our commitment to you, we continue to push the boundaries of potential ways to safeguard our freshwater playground. We recognize the importance of preserving nature's gifts and integrate it into the very core of our business. In fact, we believe M22 only exists because we embody the very essence of the Great Lakes region.

Part of our mission is to vigilantly monitor our operations to ensure the company's environmental footprint is as small as it can be and its environmental contribution is as great as it can be. As we always have and always will, one percent of everything we sell is donated to Leelanau Conservancy and together, with your support, we have contributed more than \$100,000 to the preservation and protection of the land and water we all cherish.

M22 also takes pride in collaborating with other companies that share this objective. We partner with The National Parks Service for our annual M22 Challenge, work with FLOW (For Love of Water) to defend our freshwater paradise, and have joined the Great Lakes Business Network to help expose threats to our Great Lakes.

So, as you embark on your next adventure, remember to protect as you explore. Pick up trash on the side of the trail, take out whatever you brought in, volunteer for a local conservation program, or score your favorite piece of M22 gear, and feel proud knowing you're lending a hand and contributing to a greater good.



M22's Microadventure Card Set should be used wisely. None of the activities contained within M22's Microadventure Card Set are inherently safe and adequate precautions, including the use of appropriate safety gear, should be made when undertaking a Microadventure.

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# Micro-adventures.

- 01  Hike Sleeping Bear Dunes
- 02  Paddle Crystal River
- 03  Relax Good Harbor Beach
- 04  Explore Old Mission Peninsula
- 05  Paddle Platte River
- 06  Explore South Manitou
- 07  Hike Empire Bluffs
- 08  Bike Arcadia
- 09  Hike Pyramid Point
- 10  Relax Frankfort Beach
- 11  Sail the Great Lakes
- 12  Hike Whaleback
- 13  Paddle Boardman River
- 14  Explore Cherry Festival
- 15  Drive Pierce Stocking
- 16  Surf the Great Lakes
- 17  Paddle Winter SUP
- 18  Conquer the M22 Challenge
- 19  Backpack North Manitou
- 20  Sip M22 Wine
- 21  Experience White Birch Lodge
- 22  Bike Heritage Trail
- 23  Soar Traverse City
- 24  Ride Pierce Stocking
- 25  Paddle Women's SUP Night
- 26  Drive Lighthouse Tour
- 27  Camp Power Island
- 28  Relax North Bar
- 29  Kiteboard Wind & Waves
- 30  Roadtrip M-22

