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## FOR IMMEDIATE RELEASE

### ***Michigan Natives, Shawn & Mike, Spark a Hiking Revolution with Their New Podcast: "Shawn & Mike Take A Hike"***

Michigan, January 15, 2024 — In a bid to make the serene landscapes of Michigan's great outdoors accessible to everyone, Shawn and Mike, two homegrown enthusiasts, have unveiled their passion project – the engaging and unfiltered podcast, "Shawn & Mike Take A Hike." This dynamic duo is on a mission to bring the joy of hiking to fellow Michiganders in a fun, informal, and judgment-free way.

"Shawn & Mike Take A Hike" is not your typical outdoor podcast. It's an open invitation for Michiganders, no matter their hiking experience, to step into nature's embrace without fear or hesitation. Shawn and Mike, both born and raised in Michigan, infuse their podcast with the infectious spirit of two friends sharing stories around a campfire, making it an inclusive space for all.

Breaking free from the conventional hiking narratives, Shawn and Mike share relatable tales, laughter-filled banter, and practical tips that resonate with both seasoned hikers and those venturing into the wild for the first time. Their goal is simple – to dispel myths, demystify hiking, and make the trails of Michigan accessible to everyone.

"Michigan has this incredible tapestry of trails, and we want everyone to feel welcomed, whether you're a seasoned hiker or just curious about taking that first step into nature," says Shawn. "No judgment, no complex jargon – just a laid-back conversation about the joys of hiking."

"Shawn & Mike Take A Hike" isn't just about trails and gear; it's about fostering a community of nature enthusiasts who share a love for Michigan's landscapes. The hosts encourage listeners to embrace the adventure at their own pace, building confidence one step at a time.

Whether you're a solo hiker, a family looking for weekend escapes, or a group of friends seeking a new bonding experience, Shawn and Mike have crafted a podcast that feels like a welcoming trailhead, ready to guide you through the beauty of Michigan's outdoor wonders.

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"Shawn & Mike Take A Hike" is available on all major podcast platforms, beckoning Michiganders to join a movement where hiking is not just a hobby but a way of life. Tune in, let the laughter flow, and embark on a judgment-free journey into Michigan's natural splendor.

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 "Shawn & Mike Take A Hike" – Amateur Hiking Advice for Amateur Hikers