



The Great Trail Treasure Hunt

KEY MESSAGES –2019

THE GREAT TRAIL TREASURE HUNT

- Trans Canada Trail (TCT) and the Royal Canadian Geographical Society (RCGS) are joining forces again to invite Canadians to find hidden treasure along The Great Trail of Canada.
- This year, **200 treasure boxes** – twice as many as last year – will be yours to find in every province and territory in Canada. Anyone who finds a treasure box and enters the contest will have a chance of winning incredible prizes, while discovering the natural beauty, fascinating shared heritage and welcoming communities that make up this land we call Canada.
- The Great Trail Treasure Hunt is set to **begin on Wednesday, June 19** and will **end on Sunday, August 18**.
- The location of each box will be revealed when the contest opens on June 19. Visit TheGreatTrailTreasureHunt.ca to plan your journey and join the hunt!

HOW DO I ENTER?

- Find a box on the Trail (you can find the location by visiting the Treasure Hunt website).
- Take a photo/selfie with the box in its location.
- Claim your prize by entering the box's redemption code on TheGreatTrailTreasureHunt.ca.
- To boost your chance of winning a prize, post a photo of the box to Facebook or Instagram with the hashtag #GreatTrailTreasure
- Even if you are not the first to find a treasure box, you can still enter and be in with a chance to win!
- Those who live far away from a section of the Trail or cannot access it due to limited mobility can also enter by writing an original essay of no more than 300 words about the importance of The Great Trail and sending it by mail to: The Great Trail Treasure Hunt c/o Canadian Geographic, 50 Sussex Drive, Ottawa, ON K1M 2K1.
- **NOTE: Only residents of Canada can enter the contest.**

WHAT HAPPENS WHEN I ENTER?

- By entering the contest, participants are automatically entered into a weekly prize draw to win one of many amazing prizes, as well as a Grand Prize draw to take place at the end of the contest.
- Participants who find five or more boxes are automatically considered 'superusers', which means they have more chances of winning and they have access to exclusive draws with even more prizes!

WHAT CAN I WIN?

- Anyone who is the first to find a box will discover the following inside:
 - One “This is Canada” coin, designed by the Royal Canadian Mint
 - The Great Trail patches and pins
- There are **dozens of weekly prizes** to be won over the course of the contest, including:
 - Nikon COOLPIX cameras
 - SPOT X 2-Way Satellite Messengers
 - Gift certificates for a free pair of shoes from KEEN Footwear
 - Parks Canada Discovery Passes
 - Copies of the Indigenous People’s Atlas of Canada
 - Silk maps of Canada from the RCGS
 - One-month supplies of Clif Bar
 - One year-digital subscriptions to Canadian Geographic Magazine
- **Superusers** could also win **one of the following**:
 - A hiking trip for two to Newfoundland’s wild Atlantic coast, courtesy of Quench Trip Design
 - A free pair of shoes or boots from KEEN Footwear
 - A SPOT X 2-Way Satellite Messenger
 - A Clif Adventure Pack
 - A \$500 voucher for a bike, courtesy of Clif Bar
 - A Compass Rose Coin, designed by the Royal Canadian Mint
- **One lucky participant** could also have a chance of winning the contest’s **Grand Prize**, which includes **all of the following**:
 - An expedition cruise for two from One Ocean Expeditions
 - A free pair of shoes or boots from KEEN Footwear
 - A Nikon COOLPIX camera
 - A SPOT X 2-Way Satellite Messenger
 - A Parks Canada Discovery Pass
 - A one-month supply of energy bars from Clif Bar
- The four winners of the Superuser Prizes and the one winner of the Grand Prize will be revealed after the contest end date (August 18).

WHAT IS THE GREAT TRAIL OF CANADA?

- Stretching over 24,000 kilometres, The Great Trail of Canada is the world’s longest network of recreational multi-use trails.
- The Great Trail was connected in 2017, after 25 years of volunteer-led and donor-driven efforts in every province and territory.

- Now that the Trail is connected, TCT has worked tirelessly with dedicated volunteers and Trail groups, generous donors and all levels of government to enhance and improve the Trail for future generations.
- Some interesting statistics about The Great Trail:
 - There are over 500 Trail sections across Canada just waiting to be explored on both land and water.
 - 80% of Canadians are within 30 minutes of a Trail section. Every province and territory is home to its own stretch of The Great Trail, which is owned and operated at the local level.
 - Many Canadians have heard of The Great Trail, but may not know that it connects over 15,000 communities across the country.