



FOR IMMEDIATE RELEASE

The Waterfront District SNAPS into Spring with Contest Worth \$500

Thunder Bay, ON, March 23rd 2018 – The Waterfront District BIA is challenging the community to head downtown this spring and participate in its first ever *Live Outside the Box Spring Scavenger Hunt*. The contest, which kicks off March 23rd and ends May 25th, encourages the community to snap and share photos on social media as they shop, eat and play in the Waterfront District for a chance to win \$500 BIA BUCKS.

To enter the contest, participants must snap as many of the photos that are listed on the scavenger hunt activity-list as possible and share their photos to the Waterfront District's *Live Outside the Box Scavenger Hunt* Event Page on Facebook. For each activity they snap and share, participants will receive a ballot in their name for the draw. Examples of activities include taking a selfie with The Sleeping Giant, enjoying a meal at a local restaurant, and dancing in the street!

Jim Comuzzi, Chair of the Waterfront District BIA says, “Our goal with this event is to inspire the community to live outside the box now that spring is here and explore all corners of the Waterfront District. This is a fun way for people to check out a new store, restaurant or attraction and potentially win \$500 BIA BUCKS to spend while they’re at it.”

“We want people to have fun with this contest. You can make the scavenger hunt an exciting challenge to do in a day with friends or cross things off the list over time,” continues Comuzzi.

Contest entry is open to anyone over the age of 19 years and the deadline to enter and upload photos is May 25th, 2018. BIA Bucks are the same as cash at participating businesses in the Waterfront District, although some restrictions may apply.

For further details, visit the Waterfront District Facebook page or www.thewaterfrontdistrict.ca/whats-happening #LiveOutsidetheBox

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