



#THANKSTOCAMP – MARKETING CAMPAIGN STARTS OCTOBER 5TH

As we in the camping community know, camp is more than just fun. However, people who have yet to experience it might not know that... Until now! #ThanksToCamp is a national marketing campaign fueled by the Canadian Camping Association (CCA), which launches **October 5th, 2017**. It was developed to promote the true impact camp has by asking people to complete the sentence “#ThanksToCamp...”

Through the month of October, we will be asking for campers, staff, alumni, and parents from coast to coast to share their **powerful camp stories**.

3 EASY STEPS TO GET INVOLVED!

1A. Post the attached picture to your social media accounts;

1B. Copy/Paste the following text to your social media accounts to invite the members of your community to share their story:

We, at camp <xxx>, are excited and proud to be part of the Canadian Camping Association’s Thanks to Camp campaign.

Through the month of October, join camps, campers, parents, alumnae, and staff in the movement by posting a picture or short video saying why you are thankful for camp using the hashtag #ThanksToCamp and tag us in it!

Even, you can transform your profile picture into a #ThanksToCamp edition! To do so, just click [here](#)!

We can’t wait to hear your story!

2. Personally contact some of your campers, parents, staff, and alumnae you believe would have a great story to tell, to ask them to share their #ThanksToCamp story on social media. Getting key members of your community will motivate others to participate.



Make sure that they know to tag your camp and use the hashtag #ThanksToCamp on their post.

3. Finally, follow us on [Facebook](#) and [Instagram](#) to see all the amazing stories that will be posted throughout the month and feel free to share our posts!

Grassroots movements start with personal connections, and this is where you come in. The more you get your camp community involved, the more you will be visible to the larger community. As well, the more people we can get to share their camp story, the more we can spread the positive influence of camping, and help move our industry forward.



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