

## **BC Nordic Launches Photo Contest to Capture Winter “Fun on the Trails” in British Columbia**

*Win a Whistler Nordic Getaway, a Silver Star Weekend Warrior Ski Camp, or a B&B retreat at The Hills Health Ranch!*

For Immediate Release

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Vancouver, BC—Show us what inspires you out there while exploring the Nordic trails in British Columbia and you could win one of many fabulous prizes in BC Nordic’s [“Fun on the Trails”](#) photo contest! It’s simple: hit the trails, click, upload and vote for your favourite photo!

Running all winter season until April 9th, the online “Fun on the Trails” photo contest gives outdoor enthusiasts a chance to win the “Whistler Nordic Getaway for Two” Grand Prize Package. Second and third place prize packages offered include a B&B retreat at The Hills Health Ranch, located in the heart of BC’s Cariboo country, and Silver Star Mountain Resort’s famed Weekend Warrior Nordic Ski Camp! Over \$4000 worth of prizes are up for grabs!

Highlights of the \$1000 “Whistler Nordic Getaway for Two” Grand Prize package, courtesy [Tourism Whistler](#), include:

- two nights lodging in world-class Whistler Resort
- one-night stay at [Callaghan Country Wilderness Adventure’s](#) deluxe [Callaghan Lodge](#), located in the heart of the breathtaking Coast Mountain Range
- spa and dinner certificates in Whistler Resort
- trail passes to [Whistler Olympic Park](#) and adjoining Callaghan Valley trails
- ski lesson and rental from [Cross Country Connection](#)

All you have to do is upload your best Nordic activity photos: cross-country skiing, snowshoeing, backcountry skiing, or dog sledding at <http://photocontest.bcnordic.com/> to win! Everyone that enters the contest has a chance to win a weekly prize giveaway — from toques to trail tickets — from top Nordic gear suppliers and retailers.

“British Columbia has an abundance of Nordic experiences to offer visitors, from backcountry skiing in the Kootenay Rockies, to superb skiing and snowshoeing through old-growth cedar forests in the Callaghan Valley near Whistler, BC,” said Rob Bernhardt, president of BC Nordic Marketing Society. “Capture the family and kids on the trails, or snap a few trail side scenic shots. The unique destinations located throughout the province have naturally inspired these great prize packages and are sure to inspire great photo opportunities too.”

Contest updates and weekly prize winners will be announced on BC Nordic’s Facebook page. All entrants are eligible to win a random weekly prize from icebreaker, Halti, Bliz Eyewear, SportHill, Sigge’s, Deep Cove Outdoors, Fischer, Swix, noronalife.com, Dakota Ridge Winter Recreation Area, or *SkiTrax* magazine!

The 15 photos that receive the most online votes will be eligible for final review by a judging panel. The Grand Prize, second and third place prizes will be awarded to the photos that best capture the contest theme and criteria.



Photos must be taken at one of the 16 participating BC Nordic member ski areas or resorts located throughout BC. Details can be found on the [Where to Ski and Stay](http://www.bcnordic.com) page on [www.bcnordic.com](http://www.bcnordic.com). For complete contest details, prize information, entry and voting rules visit <http://photocontest.bcnordic.com>. Contest closes April, 9, 2010.

For information about Nordic ski areas and destinations in BC, visit [www.bcnordic.com](http://www.bcnordic.com).

About [BC Nordic](http://www.bcnordic.com):

BC Nordic Marketing Society (BCNMS) is a non-profit organization comprised of Nordic facility operators, ski areas, resorts, and tourism marketing organizations. The organization actively promotes and supports Nordic winter recreation activities such as cross-country skiing, snowshoeing, dog sledding and backcountry skiing at destinations located throughout British Columbia.

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