



Larch Hills Nordic Society Trail Lighting Project is 2019 Kraft Heinz Project Play Finalist!! We Need Your Support!!

Hello Salmon Arm Community Members,

We are thrilled to announce that we are one of four finalists competing for a Grand Prize of \$250,000 in the 2019 Kraft Heinz Project Play competition! If we win, the money will be used to install trail lighting at Larch Hills Recreation Area. Did you know that we are one of the only ski clubs in B.C. without trail lights for night skiing? We would love to make evening skiing safer and more accessible for people at Larch Hills.

This project will cost over \$500,000. Fundraising this amount is a big challenge for a small community and we thank Kraft Heinz for the opportunity to compete for this prize. Kraft Heinz Project Play is a Canada-wide online voting competition that allows unlimited voting. The competition is stiff. **We estimate that Larch Hills Nordic Society will need more than 500,000 votes to have a chance at winning the Grand Prize.** Please help us win this prize so that we can do something good for Salmon Arm and the people who live here. Cross-country skiing is a great winter activity, but it is hard for the many people who work and go to school to get to Larch Hills during daylight hours.

The Grand Prize Winner will be determined through voting at the Kraft Heinz Project Play website. Voting will be allowed from 9:00 am PST Friday October 18 to 9:00 am PST Sunday October 20, 2019. Voters can vote as many times as they like but cannot use automatic programs and cannot sign in from multiple e-mail addresses. Voters must be Canadian residents at least 13 years old.

This is how you can help:

1. **Watch our project video on the Kraft Heinz Project Play website.**
2. **Promote our campaign.** Please follow and share our campaign on Facebook, Twitter, and Instagram.
3. **Join our Facebook Virtual Voting Event.** Challenge others to beat your speed and number of votes.
4. **Host a voting party.** Get a group together for an hour or two to vote.
5. **Challenge your friends, families, co-workers and teammates to vote** as many times as possible.
6. **Go to the Kraft Heinz Project Play website and vote, vote, and vote some more.**
7. **Visit the Larch Hills Nordic Society website at www.skilarchhills.ca** to learn about the Trail Lighting Project.

Please visit the Kraft Heinz Project Play website to vote:

<http://www.kraftheinzprojectplay.com>

Please follow and share us (click or tap icon):



Thank-you for your support,

Larch Hills Nordic Society Trail Lighting Committee

Please contact Randi Ostby at rostby@telus.net if any questions.