



MEDIA ADVISORY

The Great Trail Treasure Hunt is back! After the success of last year's cross-Canada event, Trans Canada Trail (TCT) and *Canadian Geographic* are teaming up once again to invite Canadians to find hidden treasure along The Great Trail of Canada.

The treasure hunt – the biggest of its kind in Canada – begins on **Wednesday, June 19** and will end on **Sunday, August 18**.

This year, **200 treasure boxes** will be up for grabs on The Great Trail in every province and territory. Any adventurer who finds a treasure box and enters the contest will have a chance of winning incredible prizes.

To enter:

- Find a box on the Trail
- Take a photo or selfie with the box in its location
- Claim your prize by entering the box's redemption code on TheGreatTrailTreasureHunt.ca
- Once you have entered, you have a chance to win one of 200 amazing prizes through weekly draws and a grand prize draw!

The location of each box will be revealed on the website when the treasure hunt opens on June 19. Visit TheGreatTrailTreasureHunt.ca to plan your journey and join the hunt!

Advance interviews may be arranged before June 19, provided they are published/broadcast no earlier than June 19. Full details will be sent to media on that date.

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BACKGROUND:

Stretching for more than 24,000 kilometres and profiling Canada's diverse landscapes and cultures, The Great Trail is the world's longest network of recreational multi-use trails. With the valued support of our partners, donors, volunteers and all levels of government, The Great Trail links over 15,000 communities from coast to coast to coast, and 80% of Canadians are within 30 minutes of a section of the Trail.

Moving forward, our mission will be to continue to enhance and improve the Trail. This involves creating more adventures by developing new Trail sections, converting interim roadways to greenways, making the Trail more accessible, funding emergency repairs and strengthening our relationship with Indigenous communities. We will promote and assist in the development and use of The Great Trail by garnering support and continuing to nurture valuable relationships with Trail enthusiasts and partners across the country.