

Promotional Tools: Nova Scotia Hiking Summit 2018

Please copy and paste these promotional pieces for use in your various communication tools.

Websites, Newsletters, Emails, Blogs

Long write-up

NS Hiking Summit May 11-13, Ingonish

Hike Nova Scotia invites individuals and groups with an interest in hiking, walking and snowshoeing to the seventh annual Nova Scotia Hiking Summit from Friday, May 11 to Sunday, May 13 in Ingonish at the Keltic Lodge. The summit is a celebration of hiking culture and includes best practices, stories, networking opportunities, hikes and a new family / kids' program. It is hosted by Hike NS, Naturally Active Victoria County, Parks Canada and the Keltic Lodge at the Highlands. Presenting sponsor is The Trail Shop and Platinum sponsor is Victoria County. Gold sponsors are Parks Canada and Destination Cape Breton. Silver sponsors are Cape Breton University - Sport and Physical Activity Leadership; the NS Department of Communities, Culture and Heritage; Clif Bar, and Big Spruce Brewing. Bronze sponsor is the Ingonish Development Society. The guys from A for Adventure will be our MCs and the keynote speaker is David Miller, author of AWOL on the Appalachian Trail and The A.T. Guide.

There is limited space, so please register early to secure your spot. Registration is \$45 for paid Hike NS members, \$55 for non-members and \$35 for children, youth and students. With the new family / kids' program this year, families are invited to attend (some childcare provided). Registration includes: access to information sessions, hike events and socials along with Saturday and Sunday lunches. There are optional breakfasts and a Saturday supper at additional cost. Registration does not include accommodation or other meals – you must arrange them on your own. The deadline to register is May 6. Learn more and register online at www.hikenovascotia.ca/projects/hiking-summit/.

Medium write-up

NS Hiking Summit May 11-13, Ingonish

Hike Nova Scotia's seventh annual Hiking Summit is May 11 to 13 in Ingonish. A celebration of hiking culture, it includes best practices, stories, networking opportunities, a new kids' program and hikes. It is hosted by Hike NS, Naturally Active Victoria County, Parks Canada and the Keltic Lodge at the Highlands. Presenting sponsor is The Trail Shop and Platinum sponsor is Victoria County. Gold sponsors are Parks Canada and Destination Cape Breton. Silver sponsors are Cape Breton University - Sport and Physical Activity Leadership; the NS Department of Communities, Culture and Heritage; Clif Bar, and Big Spruce Brewing. Bronze sponsor is the Ingonish Development Society. The guys from A for Adventure will be our MCs and the keynote speaker is David Miller, author of AWOL on the Appalachian Trail and The A.T. Guide. Registration is \$35 to \$55 (with accommodation and some meals at additional cost). The deadline to register is May 6. Learn more and register at www.hikenovascotia.ca/projects/hiking-summit/.

Short write-up

NS Hiking Summit May 11-13, Ingonish

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Facebook

Hike Nova Scotia's seventh annual Hiking Summit is May 11 to 13 in Ingonish. A celebration of hiking culture, it

includes best practices, stories, networking opportunities, a new kids' program and hikes. It is hosted by @HikeNovaScotia, @NaturallyActiveforLifeVictoriaCounty, Parks Canada @CBHNP and the @kelticlodge. Presenting sponsor is @trailshop and Platinum sponsor is Victoria County. Gold sponsors are @ParksCanada and Destination Cape Breton @TourismCB. Silver sponsors are @CBUSPAL, the @NSGov Department of Communities, Culture and Heritage, @clifbar and @BigSpruceBrewing. Bronze sponsor is the Ingonish Development Society @IngonishConnected. The guys from @AisforAdventure will be MCs and the keynote speaker is David Miller, author of AWOL on the Appalachian Trail and @theATguide. Registration is \$35 to \$55 (with accommodation and some meals at additional cost). The deadline to register is May 6. Learn more and register at www.hikenovascotia.ca/projects/hiking-summit/.

Twitter

NS #HikingSummit May 11-13, Ingonish w/ @HikeNS @PAStrategyVC @ParksCanada_NS @KelticLodge. Details & registration: <http://tiny.cc/qiq2qy>

Thanks to #HikeNS #HikingSummit sponsors @TrailShop @PAStrategyVC @ParksCanada_NS @TourismCB @NS_CCH @BigSpruceBrew #IngonishDevelopmentSociety <http://tiny.cc/qiq2qy>

#HikingSummit something 4 everyone: hikes, info sessions, stories @HikeNS @PAStrategyVC @ParksCanada_NS @KelticLodge <http://tiny.cc/qiq2qy>

#HikingSummit in May in #Ingonish will include the guys from @AforAdventure as MCs & David Miller author of #theATguide - so stoked! <http://tiny.cc/qiq2qy>

Find photos to include with your posts on [Facebook](#), [Twitter](#) and [Instagram](#).

Instagram

#HikeNS with co-hosts Naturally Active Victoria County, @parks.canada and the @kelticlodge invite you to the 7th annual #HikingSummit May 11 to 13 in #Ingonish. A celebration of #hiking culture, it includes best practices, stories, networking opportunities, a new kids' program and #hikes. Presenting sponsor is @trailshop and Platinum sponsor is Victoria County. Gold sponsors are @parks.canada and Destination Cape Breton. Silver sponsors are @cbuniversity Sport and Physical Activity Leadership, the NS Department of Communities, Culture and Heritage, @clifbar and @bigsprucebrew. Bronze sponsor is the #IngonishDevelopmentSociety. The guys from @a.foradventure will be MCs and the keynote is David Miller, author of AWOL on the Appalachian Trail and @theatguide. Registration is \$35 to \$55 (accommodation & some meals at additional cost). The deadline to register is May 6. Learn more and register at www.hikenovascotia.ca. #nstrails #novascotia #capebreton #hike

Flyer

Find a flyer to print and place on bulletin boards and on other public spaces here: <http://tiny.cc/lct2qy>