



ODR Contest

Social Media Posting Guide

Please help us spread the word about the contest! You can also encourage your followers to nominate your outdoor rink (like share their own photo or memory) **OR** recognize the rink volunteers/staff to increase your ODR's chances of winning.

Three (3) Grand Prizes Available! Win \$1,000 for your community outdoor rink.

Who/what can be nominated:

- Any ODR in your community (municipal rink, community rink, privately-owned public rink)
- Personal ODR (backyard, lake, pond, etc)*
- Volunteer(s) or community member(s) who dedicate their time at the rink

** Cash prize must be directed towards the operating costs of a publicly accessible outdoor rink.*

Contest Dates: January 16th – February 22nd, 2023 (Enter by January 31st to qualify for the early-bird draws)

Contest Page: <https://thenextstride.ca/programs/odr/>

SUBMISSIONS

All submissions will appear on our contest page - Check them out to show support for the rinks across the country!

SOCIAL MEDIA POSTS & CREATIVE

ODR Contest launch post – Give it a like and reshare our post!

- Facebook: <https://bit.ly/ODR-contest-23>
- Twitter: <https://bit.ly/ODR-contest-23TW>
- Instagram: <https://www.instagram.com/p/Cne-15YOppo/>

Follow CARHA Hockey and tag us in your rink posts

- **FB:** @CARHAHockey
- **TW:** @CARHAHockey
- **IG:** @carhahockey75

This document includes graphics for your use to help promote the campaign. Sample post content has also been included to accompany the graphics.

Feel free to personalize your messaging or share your submission to encourage more nominations for your rink.

POTENTIAL POST IDEAS

See our account handles above to tag us in your post caption.

- It's ODR season! Celebrate our winter tradition and the individuals that dedicate their time to keep them active for a chance to win \$1,000 towards your community rink.

Share a favourite outdoor rink photo or recognize your rink volunteers for their contribution. Check out <https://thenextstride.ca/programs/odr/> for all the details. It's easy to enter!

- Show us how you're enjoying #ODR season for a chance to win \$1,000 towards your community outdoor rink!

Share a photo or nominate a community member or volunteers for their contribution. Check out <https://thenextstride.ca/programs/odr/> for all the details. CARHA Hockey's ODR Contest is open until February 22, and it's easy to enter!

- ODR season is about making memories! Share yours of <insert your rink name here> at <https://thenextstride.ca/programs/odr/> to nominate us for the \$1,000 grand prize! CARHA Hockey's ODR Contest is open until February 22.

Thanks for your support, and good luck! Even if you aren't posting about our contest specifically, feel free to tag the accounts shared above in your ODR pictures. We'd love to be a part of your ODR season and show our support 🤝

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1080x1080

