



# Information Guide 2013



Canadian  
Heritage

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Canada

# THE CANADA DAY CHALLENGE

## *What is the Canada Day Challenge?*

The Department of Canadian Heritage is proud to introduce the new Canada Day Challenge (formerly the Canada Day Poster Challenge). It's an opportunity for youth across Canada to share their stories and experiences of Canada and win some really great prizes!

## *What do you have to do?*

If you're between 8 and 18 years old and live in Canada, you're invited to express what Canada means to you by submitting an original poster design, a digital photograph, or a piece of creative writing inspired by the theme **Canada: Strong and Free**. Nine finalists of the Canada Day Challenge will be chosen, including three national winners. We challenge you to get creative, have fun, and let our great country inspire you!

## *How you can enter:*

You can enter in one, two, or all three of the following categories:

### **DRAW IT!**

Draw, paint, and sketch—you decide! If you love to create art, then this is the category for you. Draw inspiration from Canada's past and present to create a colourful poster design that highlights the theme **Canada: Strong and Free**. Posters should be a minimum of 8.5 × 11 inches and maximum of 18 × 24 inches.

For full details on how to enter **DRAW IT!**, visit [www.challenge.pch.gc.ca](http://www.challenge.pch.gc.ca)

### **SNAP IT!**

This is your opportunity to inspire us with your angle on Canada's rich history and diverse character. Use your smartphone or digital camera and submit your best photograph that highlights the theme **Canada: Strong and Free** and captures Canada through your eyes and lens!

For full details on how to enter **SNAP IT!**, visit [www.challenge.pch.gc.ca](http://www.challenge.pch.gc.ca)

### **WRITE IT!**

If you love to write, then be sure to enter this category. Share your thoughts about what Canada means to you and capture Canada's amazing spirit in writing! Your original work can be

Draw it!





a short story, a poem, or an essay that highlights the theme **Canada: Strong and Free**.

For full details on how to enter **WRITE IT!**, visit [www.challenge.pch.gc.ca](http://www.challenge.pch.gc.ca)

## ***What can you win?***

By participating, you could win great prizes, including:

- A VIP invitation to attend the country's biggest party: Canada Day 2013 on Parliament Hill. As a special guest, you and a parent or legal guardian will visit exciting places and have a unique Canadian experience exploring the national attractions, symbols, stories, monuments, and natural treasures of Canada's Capital Region.
- An iPad mini.
- Other great prizes from our partners and sponsors.
- A framed certificate honouring your achievement.
- And more!

Make sure to visit our website for more information about all the prizes you could win!

## ***What you need to know:***

- The Canada Day Challenge is open to residents of Canada between 8 and 18 years old.
- The theme is **Canada: Strong and Free**.
- Original poster design, digital photography, and writing entries are accepted.
- You can enter in just one category, two categories, or all three categories—it's up to you!
- Each entry must be an original piece of **YOUR** work.
- Before submitting your entry, make sure to visit the Canada Day Challenge website for full Challenge rules and regulations.
- Writing and digital photography entries must be submitted by email no later than **March 22, 2013**.
- If you are submitting an original poster design, please download the **DRAW IT!** entry form, which can be found on our website, and submit it along with your entry to your Department of Canadian Heritage Regional Office. Your entry must be postmarked no later than **March 22, 2013**.
- Once submitted, all entries—including any intellectual property relating to your entry—will become the sole property of the Department of Canadian Heritage. The Department will be free to use any or all such entries in any form without compensation or remuneration.

Write it!



## ***A special message to teachers!***

The Department of Canadian Heritage would like to say thank you to all the teachers who help foster a love of Canadian history and who help develop creativity and encourage expression among youth across Canada.

The new Canada Day Challenge has been designed to complement curriculum in a variety of subject areas. This year's Challenge provides an excellent opportunity for students to explore Canada's history, culture, and identity and to discover what makes this country a truly special place. We invite you to encourage your students to enter and take the Challenge today!

**For complete details about the Canada Day Challenge and for other printable materials, visit our website:**

**[www.challenge.pch.gc.ca](http://www.challenge.pch.gc.ca)**

Cette publication est également disponible en français.

This publication is available upon request in alternative formats.

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