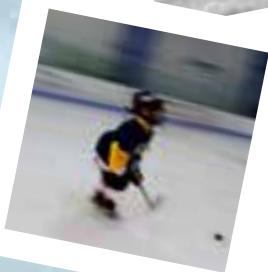




2015  
WORLD JUNIOR  
CHAMPIONSHIP  
CANADA  
Toronto - Montreal



# SHARP SHOOTER

PHOTO CONTEST CONCOURS DE PHOTO

## SHOOT & SCORE A TRIP TO THE WORLD JUNIORS

Riding off the success of our TIMBER MART Video Challenge and the SharpShooter Video Game – we've created a whole new approach to reach hockey fans of all ages, and hopefully help a minor hockey team from your Association win the trip of a lifetime.

TIMBER MART is on the hunt for the quintessential photograph capturing what hockey means to Canadians. Hockey is so much more than a game. It is the early morning practices, travelling with your teammates, the rituals; it is a culture so engrained in our lifestyle and we are going to challenge our customers, and our local communities, to attempt to capture this lifestyle in a single picture.

Photos will be collected through social media channels and TIMBER MART website with selection and judging taking place in early December. The winning team will earn a trip of lifetime to the World Junior Championships in Montreal to cheer Team Canada.



## READY, AIM, SHOOT!

Our new SharpShooter contest is easy and fun:

- Upload a photo to TimberMart.ca/SharpShooter or your choice of Facebook, Instagram, or Twitter
- Tag your photo with #TIMBERMART
- Promote your photo and encourage everyone you know to vote for it

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## BEHIND THE DRESSING ROOM DOORS

Our contest team will be busy managing the behind the scenes details and keeping track of all the activity through a central hub:

- Photos can be submitted over a 4 week span from October 15th to November 16th
- Voting takes place from the onset of the campaign until November 17th
- 10 photos will be shortlisted as finalists
- A Celebrity Panel will judge the Top 10 the week of December 1st
- Winning Photo & Winning Team announced on December 10th
- Winning team travels to Montreal for a trip of a lifetime at the World Junior Hockey Championship on December 27th to December 30th

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## WHAT ARE WE PLAYING FOR?

So what's the big deal about becoming a finalist if you do not win the grand prize? Any contest entrant who makes our top 10 selection will receive a \$500 TIMBER MART Gift Card – this means that project your customer has been thinking about, could become a reality!

However, everyone wants a shot at the Grand Prize, so here it is. The winning photo and associated minor hockey team will receive an all expenses paid trip to the World Junior Hockey Championships in Montreal. 20 players and a guardian for each player will be treated to a trip of a lifetime including: flights, two nights accommodation, and three World Junior Hockey Games to watch Team Canada, Team USA and others.

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For more information, contact: [SharpShooter@timbermart.ca](mailto:SharpShooter@timbermart.ca)



| [#TIMBERMART](https://www.instagram.com/TIMBERMART)

| [www.timbermart.ca/sharps shooter](http://www.timbermart.ca/sharps shooter)