



Media Release

May 1, 2018

Bruce County's Adventure Passport is Back! 17 Destinations to Discover in 2018

Walkerton Ontario: 2018 marks the 14th year of the Explore the Bruce Adventure Passport, highlighting 17 new destinations across Bruce County. Visitors and residents of all ages, abilities and interests are encouraged to get out and explore these unique destinations whether on foot, by car, stroller, wheelchair, bicycle or motorcycle. Grab a friend, family member or neighbour and discover a new trail, community or activity that you haven't experienced before. Your next Bruce adventure starts now with the launching of the Adventure Passport, May 1st, 2018.

The Adventure Passport scavenger hunt offers all this and more:

- An exclusive "Explore the Bruce Adventure Passport T-shirt" to the 1st 2,000 participants who complete and submit their Adventure Passport ballot.
- The chance to win prizes donated by our unique local businesses. All you have to do is:
 - Find a minimum of 7 of the 12 destinations, punching your Passport and submitting your Passport ballot before October 31, 2018
- Challenging detours to engage the mind and bring the scavenger hunt fun to another level.
- A Ripley Mini-Tour to check out and experience one of Bruce County's quaint towns.
- Bonus Punches including finding the Walkerton Toyota Tundra and the Paddle Punch

New in 2018:

- Monthly prizes
 - Win a vacation photoshoot with the renowned Aurra J Photography.
 - Win a five night stay at the Saugeen Springs RV Park including tubing on the Saugeen for 6 people.
 - And many more... We want to keep some a secret.
- Digital Stops Coming in Mid-May
 - Snap a picture with one of 8 digital stops located throughout the County, tag us using #ETBAdventurePassport and be entered in to win one of the monthly prizes.

There are lots of ways to start your adventure. Pick up your 2018 Explore the Bruce Adventure Passports at any Bruce County Visitor Information Centres, any Bruce County library, the Bruce County Museum & Cultural Centre, any Passport stop, sponsor locations, retail stores, restaurants or order online at explorethebruce.com, or download at passport.explorethebruce.com.

For more information, please contact:

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