

News Release

July 1, 2011



**Huron-Kinloss Ice Cream Trail:** Summer is a time for adventures and who can resist an adventure that includes a contest **WITH ICE CREAM AND PRIZES!** The Huron-Kinloss Ice Cream Trail is a FUN-FILLED photo scavenger hunt for the whole family which takes participants to ice cream stops along the trail past beaches, golf courses, parks, pool and splash pad. Many adventures await you as you follow the Ice Cream Trail throughout Huron-Kinloss! Do it all in a one-day trip or spread your adventure out over the summer. Stop for lunch or a break at one of the restaurants in Point Clark, Ripley and Lucknow or pack a picnic and enjoy our beautiful beaches and parks. Top it all off with an ice cream for dessert and don't forget your bathing suit!

### **How to Play**

The Ice Cream Trail is a contest that has players follow a map to our eight (8) ice cream stops and follow clues to find Sammy Sprinkles. Take a picture of you and Sammy at each stop to submit with the completed entry form to the Township of Huron-Kinloss, P. O. Box 130, 21 Queen Street, Ripley or e-mail to [info@huronkinloss.com](mailto:info@huronkinloss.com). The contest runs June 25, 2011 to September 30, 2011 and entries must be received by October 15, 2011 to qualify for the grand prize.



### **Prizes!**

After four (4) pictures of you and Sammy you can enter to receive a free 9" Frisbee or if you collect all seven (7) pictures you can enter to receive a free t-shirt (first 1000 participants) AND this is just for playing! All entries will be eligible for the grand prize of 250 Huron-Kinloss dollars to spend at local merchants.

### **How to begin?**

Visit [www.icecreamtrail.ca](http://www.icecreamtrail.ca) for contest details and download your brochure to start your adventure today. Brochures will also be available at local campsites, ice cream trail stops, tourist offices and local retail outlets or visit The Township of Huron-Kinloss Municipal office at 21 Queen Street, Ripley or call 519-395-3735.

The Huron-Kinloss Ice Cream Trail is a marketing initiative launched by the municipality to showcase what Huron-Kinloss has to offer for residents and visitors alike. This photo scavenger hunt will have contestants travelling to all the locations in the municipality that serve scooped ice cream, as well as new and fun destinations.

We are confident that our local rural businesses will see increased traffic and sales as a result of the Huron-Kinloss Ice Cream Trail. With the unique products and friendly service offered by our business community, participants will surely want to stay for a while...or a lifetime!