



News Release
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Town Launches Photo Contest Inviting Citizens to Submit Photos that Showcase Ponoka and the People Who Live Here

Contest is Open until December 2

(September 25, 2019 – Ponoka, Alberta) – With the fall season officially underway this week and brilliant fall colours all around, the Town of Ponoka is launching a photo contest to capture some of the natural beauty of the season. “We are inviting Ponoka citizens to submit photos that showcase the community and the people who live here,” says Town of Ponoka Communications Manager Sandra Smith.

“We’re looking for photos that capture images of our citizens enjoying the many features and amenities that Ponoka has to offer, such as walking, cycling, jogging or rollerblading on our beautiful river valley trail system, or playing in our parks and playgrounds which are all vibrant and radiating with fall colours,” says Smith, noting the photos don’t have to include fall leaves.

“The photos can feature citizens enjoying Ponoka’s outdoor and indoor facilities such as the Aquaplex or the racquetball courts, curling rink or other ice surfaces at the Arena Complex. They can even simply be photos of a family or children walking to school, or playing with their dog at a local park, or sitting on a park bench while appreciating the natural beauty around them. We’re looking for photos of people of all ages in a variety of local settings that best showcase our community,” says Smith.

The photos will be used to promote Ponoka on the Town website, social media pages, print publications and for other promotional purposes. “The Town is currently building a new website so we’re looking for new photos that we can use to showcase Ponoka to website visitors who may be interested in visiting the community, or even considering relocating or opening a business here,” says Smith. “Of course, the best photos are always of people who are smiling and enjoying themselves while experiencing all that our community has to offer,” she adds.

The contest will remain open until 12 Noon on December 2, 2019, so the photos could also capture some early shots of winter. “If citizens have great photos they’ve taken throughout the summer or in previous years, we would also invite them to submit those photos for the contest,” says Smith.

Winners Receive Town Gift Certificates and Town Swag

The winning photos will be awarded gift bags filled with Town swag and Town of Ponoka gift certificates that can be applied to a Ponoka Aquaplex membership or for the use of other Town recreational facilities such as the pool, racquetball courts or tennis and pickle ball courts. The gift certificates will be in the amount of \$100 for first place, \$75 for second place and \$25 for third place. A panel of community judges will be assembled to select the winners based on the quality of the photo (lighting, composition, etc.), and how well it showcases Ponoka’s beauty and hometown feel.

All participants in the photo contest must fill out a contest entry form and a waiver granting the Town permission to use their photos for Town promotional purposes. Each individual photographed in the photos must also sign a waiver agreeing to let the Town use their image for promotional purposes.



All photos submitted in the contest must be of high resolution - at least 500 KB (kilobytes) in file size or larger. The photos can be submitted electronically through email or on a memory stick that is dropped off at the Town Office (200, 5604-50 St.). Contest entry forms and waivers are posted on the Town website. Paper copies are also available at the Town Office for pick up.

Full contest details are posted on the Town website at www.ponoka.ca.

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