



FULL CONTEST RULES, TERMS AND CONDITIONS [HERE:](#)

**#CRiverCollection content criteria and adjudication metrics**

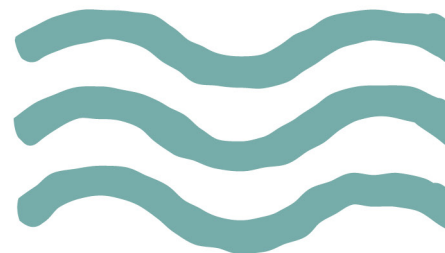
Participants in the Fall 2019 #CRCollection Contest will be entered with every use of the #CRiverCollection tag relevant to the accompanying 12 Collection Pieces, based on the Fall Collection Pieces (Experiences) identified at [www.CRiverCollection.com](http://www.CRiverCollection.com), and listed below. Examples of qualifying original photography, video and written content relevant to the subject matter will be adjudicated by Destination Campbell River staff on the basis of relevance and quality of content related to the following experience and location criteria.

Each of the 12 Collection Pieces tagged #CRiverCollection counts as an eligible entry, conditional on the following;

- Use of #CRiverCollection tag on an original image or video within the Instagram platform
- consistency with the experience-related themes of the Collection
- consistency with the Campbell River and Region geographic location of the competition within 25 kilometres - geotags are helpful but not required

Criteria: Photo, video and written story submission content considered for grand prize eligibility will be weighted as follows:

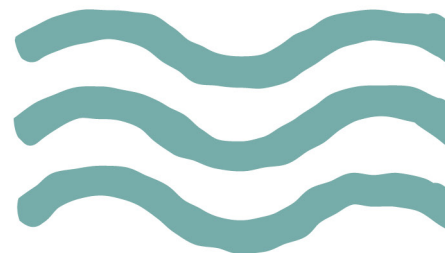
Featuring a guided or self-guided experience that aligns with one of the 12 Collection Piece experiences featured on <a href="http://www.CRiverCollection.com">www.CRiverCollection.com</a>	30%
& creativity of content (perspective, resolution, caption)	30%
Featuring the subject as defined by experience (e.g. bears, Elk Falls, salmon, flightseeing)	20%
Clearly recognizable Campbell River location (increased weight for content captured within 25km of Campbell River)	20%



Examples of compelling content for each of the 12 experiences may include:

1. “The Hungry Bear”:
  - Showcasing a current or past commercial bear-watching experience in or en-route to Toba or Bute Inlets, where licenced operators conduct tours from Campbell River.
  - A current or past image of a bear in an identifiable location in or around (within 25km) the Campbell River area.

*\* Be Bear Aware. Never approach, feed, or otherwise entice a wild animal.*
2. “The Salmon Lure”
  - Showcasing a current or past guided or self-guided fishing experience in or around the Campbell River area
  - Content featuring salmon or salmon fishing in or around the Campbell River area
  - *Ensure you have all required tidal and/or non-tidal fishing licenses*
3. “The Will of Nature”
  - Showcasing current or past content of snorkelling with salmon, or salmon migration in or on the Campbell or Quinsam Rivers
4. “The Art & Earth Festival”
  - Showcasing a local venue, artist or piece of artwork featured as part of the Campbell River Art Council’s [Art and Earth Festival](#), Sept 20-22, 2019
5. “The River Warrior”
  - Showcasing a current or past guided or self-guided river fishing experience in or around the Campbell River area
  - An image of a flyfisher, or group of anglers in or around a river in the Campbell River area
6. “The Technicolour Water Show”
  - Showcasing a current or past guided or self-guided cold water diving experience in or around Campbell River area waters
  - An underwater image in or around the Campbell River area
  - An image of a Campbell River diving establishment, charter boat, dive gear, or similar
7. “The Liquid Sunshine”



- Showcasing the property, staff, interior, or exterior facility of Shelter Point Distillery
  - Content featuring the product in a creative or complimentary way
8. “The Brave Meet the Falls”
- Content featuring Elk Falls waterfall, suspension bridge, wildlife and/or hiking trails within the Elk Falls Provincial Park
9. “The Point in Time”
- Images captured of the interior or exterior of the CampbellRiver Museum, in designated exhibits where photography is allowed.
  - Scenic content featuring unique Campbell River heritage and cultural displays that may include, but are not limited to, historical photographs, interpretive displays, carvings and sculptures, other public art, and places of historical significance  
*\* Ensure you are not trespassing on private property and respect all related signage*
10. “The Untouched Range”
- Content featuring adventures in Strathcona Park; interesting landscapes, wildlife and/or hiking trails and designated campsites within Strathcona Provincial Park
11. “The Drifted Creation”
- Content captured of interesting driftwood landscapes on beaches or displays in and around Campbell River
  - Content featuring any of the Drifted Creations sculptures placed in publicly accessible areas [within a 25 km radius of Campbell River](#)
  - Creations of your own undertaking if driftwood inspiration strikes while in Campbell River
12. “The New Heights”
- Aerial photography or video taken from a commercial flightseeing tour based in Campbell River
  - Scenic images of seaplanes/aircraft/helicopters taking off or landing in Campbell River

