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Media Release

THE WEAL LAUNCHES CONTEST TO INCREASE READERSHIP

Calgary, AB – Beginning in February 2014, the Weal will be running a six-week scavenger hunt contest for a grand prize package that includes Calgary Flames tickets for six.

“Where in the Weal is...?” will begin February 24 and run until March 31 to increase readership and online traffic to the newspaper website.

Each edition of the Weal will display the word of the week on its cover, which readers must locate in the paper. Entries are made at the website under the Weal’s new Contests tab.

“The scavenger hunt should get readers looking more in-depth at their paper,” said Heather Setka, publications manager at the Weal. “We will be choosing obscure words from unique articles to really get people engaged with our stories.”

Directing readers to enter the location of the word (article headline, byline name, and sentence) on the website will increase awareness of and traffic on the Weal website.

“During a recent survey of 600 students and staff at SAIT, we found that 85% of the population on campus did not realize that an online version of the Weal existed,” said Krista Conrad, communications plan leader for the “Where in the Weal is...?” strategy.

“By aiming contest participants to the website, we hope to make the online version of the Weal well known and regularly visited.”

Online entries will be tracked weekly, and readers who submit all six correct answers will be entered into the grand prize draw on April 7.

The grand prize package consists of tickets for six to the Calgary Flames vs.

the Winnipeg Jets on Friday, April 11; one beverage per person and an appetizer tray to share at The Gateway before the game; and a limousine ride from SAIT to the Saddledome, including return trip.

"We are happy to help the Weal with their contest," said Gateway manager Gail Burton. "And it's a two-way street. They're bringing us business, too."

Limousine transportation to and from the game is being provided at a discounted rate by A1 Limousine Service and Sedan in Calgary.

"These companies are showing great support for our publication," said Setka. "Their sponsorship allows us to provide a really valuable prize package, which should attract many entrants."

The Emery Weal was founded in 1926. Originally a four-page magazine highlighting school events, the paper has undergone several facelifts and layout changes. In 2000, the shortened moniker "the Weal" was chosen. Despite its many variations, the Weal has always been run by student editors, writers, and photographers. Its mandate has never changed: to serve the SAIT community and focus on student interests and needs.

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