



Explore 150 App hits 5,000 downloads!

For immediate release – March 2, 2020 – The Manitoba 150 Host Committee (Manitoba 150), is excited to announce the Explore 150 app has been downloaded an astounding 5,000 times, with the hope that this number will increase as the temperature – and the itch to travel – rises. A French version of the app will be available at the end of the month.

Created in celebration of Manitoba's 150th anniversary since becoming a province, in partnership with Travel Manitoba, Explore 150 is a free app, available for download for Apple and Android.

"We're excited about this free app that encourages Manitobans to visit 150 destinations across our beautiful province in 2020," said Monique LaCoste and Stuart Murray, Co-Chairs of Manitoba 150. "The spirit of adventure is alive and well in our province!"

At each destination, along with a description of the landmark written by Red River College CreCom (Creative Communications) students, visitors are able to check in. Each check in earns entries for a chance to win one of several Manitoba-inspired monthly prizes or a grand prize valued at \$10,000+, including:

- Barkman Outdoor Kitchen \$10,000 DIY Package,
- Trip for four to Churchill courtesy of Lazy Bear Expeditions and Calm Air, and
- just announced – 2020 Coachmen Catalina Summit Series 7 174BH, courtesy of GNR Camping World RV Centre

Explore 150 highlights destinations across the province that are exciting to visit with friends, solo, or with family. Destinations that are further from cities or towns or that are more difficult to travel to earn additional entries, encouraging Manitobans to travel beyond their usual borders.

For January, a prize package to experience two Asessippi Adventure Weekends, was claimed by Mike Andryo of St. Andrews. For March, the lucky winner will score a package of tickets to a variety of festivals across the province.

"We want every Manitoban to feel involved in the anniversary celebrations, and we think that Explore 150, with destinations across the province, ensures that opportunity," said LaCoste and Stuart. "These are destinations and landmarks that encourage Manitobans to appreciate our fantastic land, to spend time with neighbours near and far, and to appreciate the rich culture we share."

Having already reached 5,000 downloads in the first two months of 2020, Manitoba 150 hopes that anyone with a mobile device will take advantage of this opportunity to explore, learn, discover, and maybe win, too! For more information, visit www.Manitoba150.com. In 2020, download, explore, and win!

Monthly prizes:

January: Asessippi Adventure Weekends
February: Manitoba Moose Suite & Stay Package
March: Your Pass to Manitoba's Festivals!
April: Cabela's Spring Package
May: Unite 150 All Access
June: Elkhorn Resort Package
July: Cabela's Summer Package
August: 5 Day Escape to Falcon Trails Resort
September: Cabela's Fall Package
October: Private Suite to Winnipeg Jets game
November: Cabela's Winter Package
December: December shopping spree package

For further information:

Aimee Rice
aimee@manitoba150.com
431-335-3388