

December 12, 2011

Northern Lights 2012 Launches Photo Contest!

OTTAWA, December 12 – In partnership with Fir Air, Ottawa Tourism, Nunavut Tourism, and contest prizes provided by the Canadian Museum of Civilization, the Canadian War Museum, and the Canadian Museum of Nature, **Northern Lights 2012** has launched its very first Canada-wide photo contest.

An online contest open to talented professional or amateur photographers throughout the country, entries must be northern-themed in nature with preferred subjects including northern lights, landscape, seascape, wildlife, people, community and industry. Northern Lights is accepting photos until January 10, then public voting will commence on January 11.

There will be one (1) **GRAND PRIZE** awarded consisting of:

- One (1) round-trip for two (2) to Iqaluit, Nunavut - courtesy of First Air; and
- Accommodations and sightseeing tour while in Iqaluit, Nunavut - courtesy of Nunavut Tourism.

There will be one (1) **SECOND-PLACE PRIZE** consisting of:

- One (1) night at the Westin Ottawa;
- Dinner for two (2) at a downtown Ottawa restaurant (to be determined);
- Canadian Museums Family Pack - includes 4 passes to each of Canadian Museum of Civilization, Canadian War Museum, Canadian Museum of Nature, and Canadian Museum of Civilization IMAX;
- Two (2) tickets to a Northern Lights 2012 event of the winner's choosing; and
- One piece of artwork from Canada's eastern Arctic and North.

There will be one (1) **THIRD-PLACE PRIZE** consisting of:

- Northern Lights 2012 Prize Pack including merchandise and select event tickets; and
- Canadian Museums Package - includes 2 passes to each of Canadian Museum of Civilization, Canadian War Museum, Canadian Museum of Nature, and Canadian Museum of Civilization IMAX.

To enter the contest, visit www.northernlightsottawa.com, click on the orange 'Enter Contest' link on the bottom of the website, or enter via Facebook using the link on the top left of the homepage. No purchase necessary. Entrants must be 19 years of age. Limit of three (3) photos per participant.

Organized jointly by the Baffin Regional and Labrador North Chambers of Commerce, **Northern Lights 2012** is a business and cultural showcase of Nunavut, Nunavik, Labrador and Nunatsiavut being held at the Ottawa Convention Centre from February 1-4, 2012. Please visit www.northernlightsottawa.com for up-to-date event information.

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For more information, please contact:

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