



Discovering Newmarket – A Geocaching Adventure

The Town of Newmarket has a brand new platform called Hey Newmarket. It's a great way to reach out to the community for input and feedback on projects we are working on. We've launched a new digital engagement platform to help you get residents involved in Town projects from the comfort of your their home! They can join the conversation at www.heynewmarket.ca.

- Playing with interactive maps, taking a poll, leaving questions, filling out surveys,
- Sharing your ideas and commenting respectfully on others, and contributing to discussion forums.

It has had an official launch, but we want to make more of our residents aware of it. So... we have created a fun family filed geocache adventure. This adventure is primarily hosted in the downtown core of Newmarket. We think it will be great for families to see and experience downtown Newmarket.

Do you have any questions? We thought so...:

WHAT is it? A fun-filled twelve stop geocache adventure journey that takes participants through a twelve stop journey, solving clues, and gathering tokens, some physical, some virtual, getting to know downtown Newmarket.

WHERE? There are 11 stops including the Newmarket Public Library, Elman Campbell Museum, Cardinal Press, Newmarket Seniors Meeting Place, Nokiida Trail, Newmakeit, Old Town Hall, Lake Simcoe Region Conservation Authority, the NEW mural at the Buckley Building, Newmarket Town Offices, and the Youth and Recreation Centre.

WHEN? Official Launch Date is not decided, but its looking like it could be mid-June.

HOW WILL WE MARKET THIS PROJECT? We are working with the TON Corporate Communications Department for a comprehensive marketing campaign. If the Downtown BIA provides support, you would be part of that marketing and promotion with use of your logo and recognition of your sponsorship.

IS THERE ANY COST? No cost to families and prizes to be won!

HOW CAN YOU HELP? We could use some help with prizing/sponsorship. Would you consider:

1. Awarding Downtown Newmarket Bucks?
2. Or contributing some \$ to purchase prizes from downtown Newmarket Businesses.
 - a. A budget of \$250.00

DO YOU HAVE QUESTIONS?

Please feel free to contact Janis @ 905.953.5300-ext. 2846 if you have any questions.

Thank you in advance!