

So, why do you "heart" Saskatchewan?

New contest invites people to share what they love about Saskatchewan

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Is it saskatoon berries? Campfires at night? Long, stretching roads through yellow rapeseed fields, where sky meets land? Cold winters spent at Broncos home games, Tim Hortons coffee in hand? Getting caught behind a slow-moving combine on the highway — and the feeling of victory when you pass it?

Whatever it is that reflects your love for Saskatchewan, SaskCulture Inc. wants to know.

Their "I Heart Culture" contest has begun and the organization is asking for people to submit what they love most about the province for a chance to win some enticing prize packages.

This can be in any form; photos, videos, poems, stories, recipes, whatever people like, so long as it's not your dad's famous venison sent in the mail.

While there's the standard application that people can fill out on the I Heart Culture website, we are in the social media age and Marian Donnelly, Culture Days coordinator, says that the easiest way to submit an entry is to post it to Facebook, Tweet it or Instagram it with the hashtag #iheartculture.

All entrants will be contacted by SaskCulture after their submission, asking for permission to publish the entry, whatever form it may be in, to their website at www.iheartculture.ca and all entries will qualify for a draw to be held during Culture Days 2013, which will take place Sept. 27-29.

There are oodles of prize packages to be won, including tickets to the 2014 Craven Country Jamboree (campsite included), the Regina Folk Festival, the Long Day's Night Music Festival and many more.

This is the first year for the I Heart Culture contest, an endeavor established by SaskCulture to get younger people appreciating Saskatchewan's culture.

"The contest was specifically designed as a social media campaign to capture a more youthful demographic in the conversation about the importance of our culture, our heritage, and what our province has to offer," SaskCulture said in a media release.

The good thing is that culture really is anything; it can be abstract or tangible, concrete or subtle.

It's what defines you and because of that, the ideas for entries are limitless.

Donnelly says they've already received tons of submissions, many in the form of Tweeted and Instagrammed photos, all evident on the website's homepage, which Donnelly says they're currently revamping to accommodate the influx of submissions they're received.

Not bad for the contest's inaugural year.

SaskEnergy is also an important partner in the campaign and will be inserting information about the contest in the July energy bill, with information also available on their website.

For more information about the contest or to submit your entry via the old-fashioned application process, visit www.iheartculture.ca or simply log onto Facebook, Twitter or Instagram to send in your submission; just don't forget the #iheartculture hashtag.





A saskatoon berry pie, like the one featured above, may be a submitted example in the I Heart Culture contest of what to love about Saskatchewan. Entrants can submit anything from videos to recipes to blog entries and photographs.

photo found online