



LAKES TO LOCKS PASSAGE

SENSE OF PLACE PHOTO CONTEST

Help us celebrate 15 successful years of helping communities and fostering local economies. We provide a wide variety of services to municipalities, museums, and nonprofits all along the scenic byway—from Albany to the Quebec border. To help spread the word and highlight the beauty of our byway, we want residents and visitors to share their favorite spot on the Lakes to Locks Passage scenic byway—whether they're paddling Lake Champlain, hiking a trail, exploring an historic building or quaint village, crossing a lock on the Champlain Canal, or learning about the history hidden in these stunning landscapes.

In order to make this first (and what we hope will be an annual) event possible, we are appealing to local businesses to donate prizes that will be given to the winners of the photo contest.

Our plan is to launch the contest this spring. The contest deadline will be in September. We would have two entry categories: one for kids (16 and under), one for adults. We'd like to offer a total of 6 prizes to the winners. Two grand prizes—one for kids, one for adults. And two 2nd- and 3rd-place prizes—one each for kids, and one each for adults.

The contest will be publicized on our websites and social media, local newspapers, and radio. We will work with local media outlets to generate as much publicity as possible—during the contest to maximize participation, and after to celebrate the winners at a public event. Of course, all Lakes to Locks Passage coverage of the contest will publically acknowledge all our generous prize donors.

Winning entries will be featured on our website, distributed to our email list, and promoted on social media. (We have a reach of more than 77,000 online.) In addition to the publicity your business will receive, your donation is also tax deductible. We appreciate your generosity and are willing to work with you, regarding your preferences of public acknowledgment.

Our work serves a wide audience and our byway signs are recognized all along the corridor: Residents have benefited from our books and publications. Local museums and heritage centers have benefited from increased visitation through our work. Visitors to the region enjoy our audio tours and other travel content. Our Geotourism partnership with National Geographic has earned us a level of distinction and respect in the region.

For more information, contact our Community Outreach Director, Gretel Schueller, at gretel.schueller@gmail.com.

Lakes to Locks Passage is a nonprofit organization that manages a scenic byway from New York's Capital Region to the Canadian border—a region of spectacular landscapes laden with history, culture, and art. Our mission is to inspire people to discover, honor, celebrate, and share the heritage and stories that connect our lives and to foster vibrant communities for future generations.