

## **#WheresBIPPER?**

Everyone's favourite mascot, BIPPER, is making its way across Canada for a second year in a row. Where will BIPPER pop up? This fun, nationwide campaign is a chance for your Association and members to showcase pride in your country and in our industry.

#WheresBIPPER puts your community in the spotlight. Use local landmarks, festivals, tourist attractions –it's up to you! It's fun and easy and runs from August 17th to August 31st! We're providing a template for your posts and posting instructions.

## **Posting Instructions**

Pictures must include the BIPPER enjoying some well-deserved R&R. Please post to all your social platforms but know that only Instagram and LinkedIn posts will count toward the final tally. The posts must be posted or re-posted by the association's official page and must use the #WheresBipper hashtag. In addition, please tag IBAC so we can like/repost your images on our social media page.

## **Members Association Winner**

The winner of this year's #WheresBIPPER competition will be decided by IBAC. The members association that makes the most #WheresBIPPER posts to their Instagram and LinkedIn page from August 17-31 will be awarded the BIPPER trophy at the September AGM meeting. Each image with BIPPER will count as 1 point and most points win.

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That's entirely up to you!

