



March 31, 2020

For immediate release

Elgin County launches #ElginStrong Campaign

COUNTY OF ELGIN – Elgin County has implemented an #ElginStrong Campaign with a main objective to unite the entire community. This campaign provides residents and business owners with a creative outlet during an unprecedented time. The Elgin community is able to showcase what makes Elgin County a great place to live, work and play, and more importantly what they love about their community.

Anyone who can doodle, draw, paint, has graphic design expertise or any other creative way of making an 8.5” x 11” image/poster with the hashtag #ElginStrong on it is encouraged to participate in this campaign, which launched March 31, 2020.

The deadline to submit images/posters is April 14, 2020 at 11:59 p.m. Submissions can be made through the Elgin County Tourism website elgintourist.com/ElginStrong.

Once the contest closes, Elgin County staff will review the images/posters and publish them on the Elgin county’s Economic Development and Tourism Facebook page for the public to vote. The public vote opens April 15, 2020 and closes April 20, 2020 at 11:59 p.m.

The winner (the image/poster with the most likes) will be announced April 21, 2020 and the image/poster will be utilized as the official 2020 #ElginStrong campaign image. The winner will also receive one gift certificate to a local business.

In addition to the winner, there will also be four runners-up who will each receive one gift certificate to a local business.

“This is a great way to show our support and how resilient of a community Elgin County is,” said Warden Dave Mennill “This campaign welcomes both residents and business owners to be creative and share what they love most about our amazing community. It also demonstrates how we can work together to maintain our community’s strength and resiliency.”

We encourage the community to utilize the hashtag #ElginStrong to connect with others and to lift one other up.

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