

BACKGROUNDER



Boots Across Canada: TCT/Keen Canada Fundraising Partnership

OVERVIEW

- **Keen Canada** is committed to the Canadian Outdoors, getting people outside and maintaining a healthy lifestyle.
- It wants to donate \$5/per pair of “boots: that walk, cycle, kayak or even snowshoe on Canadian trails this summer.
- When pictures of “boots” are uploaded to Keen’s website, it will contribute either to TCT or the Bruce Trail Conservancy. Photos from Ontario trails will generate a contribution to BTC; photos from all other provinces will generate a contribution to TCT to be distributed to our partner organizations in those provinces.
- Keen Canada’s goal is to receive up to 15,000 boot photos between May 1 and October 31, 2009 which will generate a donation of up to \$75,000.

MONEY FOR PROVINCIAL GROUPS

- Trans Canada Trail will divide the money it receives (less 10%) among provincial partners based on the percentage of boot pictures from the different provinces.
- Keen Canada will track how many people have hiked (and photographed boots) in which provinces. By the end of the program, its website will show the percentages.
- The percentage of hikes done in Ontario will be the percentage of the overall donation given to the Bruce Trail Conservancy, and the percentage per province will be how TCT divides up our donation to provincial organizations in other provinces.

WIDE VARIETY OF PROJECTS

- Provincial organizations may use the funds for projects of their choice in three areas: trail construction, trail stewardship and volunteer programs. A brief plan for the use of funds must be submitted by the provincial group so that TCT can report to Keen Canada.

HOW THE PROGRAM WORKS IN A NUTSHELL

1. Enjoy some time on trails across Canada.
2. Take a photo of your boots (or shoes) anywhere on a Canadian trail
3. Visit www.keencanada.ca and upload a photo of your Boots Across Canada
4. For every pair of boots (shoes) in the picture, Keen Canada will donate \$5 to TCT or BTC.
One picture with 1 pair of boots (shoes) = \$5 donation, One picture with 10 pairs of boots (shoes) = \$50 donation from Keen. (Maximum of 10 boots per photo will be calculated)
5. Program runs from May 1 to October 31, 2009.

Please help make Boots Across Canada a success.

Great prizes for participants. Upload a photo of your Boots Across Canada and you could win Keen socks, bags and boots.

Q & A: Boots Across Canada Program

Q. When does the program start?

A. Images can be uploaded to www.keencanada.ca/BootsAcrossCanada from May 1 to October 31, 2009 to qualify.

Q. Does my picture have to be taken on the actual Bruce Trail or Trans Canada Trail?

A. This year, we are accepting photos from anywhere in Canada, as long as it is a Canadian recreational trail (no backyard gardens or sidewalks, please).

Q. How many photos can I send in?

A. Everyone is invited to participate as many times as they wish throughout the program – one upload per day - to make the most of KEEN's \$75,000 donation, so please encourage everyone you know to participate.

Q. Are there any restrictions?

A. The photos must be of yourself or hiking partner(s), not group shots of people you meet along the trail. Feel free to tell everyone you meet on the trail about the program, but they must submit their own photos. Upon submission, you are agreeing that you have the copyright to the image, and that you are releasing the exclusive use of the photo to KEEN. (Terms and Conditions)

Q Do I have to be a BTC or Trans Canada Trail member to participate?

A. No, anyone can snap a photo of their boots (shoes) on the trails, upload it to www.keencanada.ca and the donation will be made. Please encourage as many people as possible to participate.

Q. Do they have to be boots?

A. It is recommended you consider your personal safety and comfort while spending time on the trail and dress accordingly. For the Boots Across Canada program all footwear is eligible.

Q. Will my photo be posted on the KEEN website?

A. Only a select few images will actually be posted on the website but all qualifying photos will generate a donation from KEEN.

Q. Do the boots or shoes have to be KEEN products?

A. No, all boots and shoes will qualify for a donation.

Q. Does it have to be a hike?

A. No, this year it is open to hiking, kayaking, snowshoeing, volunteering, etc. Just as long as you are being responsible on the trails, and following the leave no trace principles.

Q. Who is KEEN?

A. KEEN Inc., manufacturer of hybrid footwear, socks and bags, is an outdoor brand that delivers innovative hybrid products, enabling all outdoor enthusiasts to live an active lifestyle.

The company strives to demonstrate integrity and leadership, especially on social and environmental commitments, while promoting an inclusive outdoors community. Through its giving program Hybrid.Care, the company provides support to a variety of social and environmental organizations around the globe.