Sustainability Challenge Messaging Toolkit

# Overview (could be used in emails, newsletters, blog posts)

**Headline:**

**Option 1 - Student teams compete in the Sustainability Challenge**

**Option 2 - Compete in the Sustainability Challenge for your chance to win!**

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In celebration of UBC’s centennial, UBC Sustainability Initiative is excited to launch an innovative student competition that's focused on creating opportunities to advance UBC's commitment to campus sustainability by simultaneously promoting human and environmental wellbeing.

Working in interdisciplinary teams, students will develop solutions for a challenge associated with one of four themes: climate action, waste, food and physical activity.

Gain professional development skills and compete for a chance to win cash prizes totalling $5000!

Learn more and apply by September 30 online: sustain.ubc.ca/sustainabilitychallenge

Please share widely!

# Twitter

**September 10 - 12**

#UBCSustainChallenge invites Vancouver & Okanagan students to compete for prizes totalling $5000. Apply by Sept 30 <http://bit.ly/1EMN8oT>

Think you have what it takes to win #UBCSustainChallenge? Win prizes, develop skills, & advance campus sustainability <http://bit.ly/1EMN8oT>

**September 13 - 19**

Student teams are invited to compete in the #ubcsustainchallenge - advance campus sustainability for a chance to win! <http://bit.ly/1EMN8oT>

Student teams from Vancouver & Okanagan will compete to advance campus sustainability in the #ubcsustainchallenge http://bit.ly/1EMN8oT

**September 20 - 29**

Think you know a thing or two about sustainability? Prove it. #UBC SustainChallenge puts you & your peers to the test! http://bit.ly/1EMN8oT

Want to advance sustainability at #UBC, work with friends, staff, & compete for cash prizes? Apply by Sept 30 <http://bit.ly/1EMN8oT>

#UBCSustainChallenge invites students from Vancouver & Okanagan to compete for a chance to win up to $5000, apply by Sept 30 http://bit.ly/1EMN8oT

# Facebook

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Advance campus sustainability and simultaneously advance human and environmental wellbeing. Student groups are invited to compete in the Sustainability Challenge for a chance to win prizes totalling $5000! Learn more and apply online by September 30th http://bit.ly/ubcsustainchallenge