**Break Escape Student Contest Toolkit**

**Contest Dates:**

Contest launches on **November 1st** and closes on **December 15th, 2021**

**General copy (newsletters and social channels):**

**Enter the Break Escape Contest Today!**

Hey, UBC students! Plan your local getaway with alumni UBC’s The Break Escape.

You could win a 2 night Fly & Stay Package to Tofino and a $500 gift card towards your travel from alumni UBC, your future alumni association.

Open to all currently registered UBC students. Contest closes **December 15th, 2021.**

Enter here: [alumni.ubc.ca/escape/](https://www.alumni.ubc.ca/escape/)

**Sponsored by:** alumni UBC

**Webpage:**

<https://www.alumni.ubc.ca/escape/>

**Social Posts:**

**November 1st to December 7th**

* Calling all UBC students! Enter for a chance to win a local getaway with alumni UBC’s The Break Escape. [alumni.ubc.ca/escape/](https://www.alumni.ubc.ca/escape/)
* Enter the Break Escape for a chance to win a 2 night Fly & Stay Package to Tofino and a $500 gift card from alumni UBC, your future alumni association. [alumni.ubc.ca/escape/](https://www.alumni.ubc.ca/escape/)

**On or after December 8th**

* Only one week left to enter the Break Escape student contest for a chance to win a getaway package to Tofino! Have you entered? [alumni.ubc.ca/escape/](https://www.alumni.ubc.ca/escape/)