**Break Escape Student Contest Toolkit**

**Contest Dates:**

Contest launches on **November 1st** and closes on **December 11th, 2022**

**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 getaway package to Whistler and a $400 gift card towards your travel from alumni UBC, your future alumni association

Open to all currently registered UBC students. Contest closes **December 11th, 2022**.

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 4th**

* 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 getaway package to Whistler and a $400 gift card towards your travel from alumni UBC, your future alumni association. [alumni.ubc.ca/escape/](https://www.alumni.ubc.ca/escape/)

**On or after December 5th**

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