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Subject: You're Invited to Experience the Excitement of the 2024 Grey Cup Festival Tour of BC powered by LiUNA Local 1611!

Dear Chair and Board, Cariboo Regional District,

This November, the 111th Grey Cup is coming to Vancouver – but first, the 2024 Grey Cup Festival **Tour of BC powered by LiUNA Local 1611** is coming to your community!

The branded truck kicked-off the tour on May 18 at the BC Lions training camp in Kamloops before embarking on the ultimate summer road trip visiting 50 municipalities throughout BC. The tour will culminate in Victoria at the debut of the highly anticipated **Touchdown Pacific** and coinciding Fan Festival on August 29-31.

We are thrilled to welcome you to join in on the 2024 Grey Cup Festival fun when the Tour of BC truck visits local events in 100 Mile House, so mark your calendars for August 8th.

Here's a sneak peek of what you can expect:

1. An interactive video booth where you can contribute to the legacy of the tour by recording a message.
2. BC-Lions themed tailgate activities to get in the spirit of the Grey Cup Festival.
3. A chance to win a 2024 Grey Cup Festival prize package valued at \$1,000!

Whether you're a die-hard football fan or simply looking for a day of fun and excitement, the Tour of BC powered by LiUNA Local 1611 is your opportunity to leave your mark on the 2024 Grey Cup Festival.

By building this legacy piece alongside local municipalities, the Tour of BC powered by LiUNA Local 1611 will, in turn, bring a taste of BC back to Vancouver as the city prepares to host its first Grey Cup Festival since 2014. So, gather your friends and family, and join us for a taste of the 2024 Grey Cup Festival this summer! For more information and updates visit greycupfestival.ca/tourofbc or follow the roadtrip on Instagram, Facebook, X, LinkedIn at @GreyCupFestival.

We can't wait to see you there!

Warm regards,

Riley Wiwchar
Executive Director
2024 Grey Cup Festival

Martina Dopf
Group Publisher
Black Press Media



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