



MAPLE RIDGE IS ALL A TWITTER

Twitter Campaign Highlights Discover Maple Ridge Weekends

Maple Ridge, B.C., June 23, 2009 – When was the last time you tweeted? If never, think again. This simple method of sharing information in the form of a ‘tweet’ is the fastest way to hear and share the latest about festivals and events taking place each weekend in Maple Ridge and to get in on the giveaways and deals available all summer long.

Maple Ridge is a vibrant community that loves to share a good time. This summer, it has a long and exciting line up of fabulous festivals and unique cultural celebrations planned for every weekend from now through to October. With so much going on, a Twitter campaign has been launched to provide a fun, interactive and quick way for users to share what they are discovering during their visits with family and friends. Tweets can also provide insight and fabulous deals that make staying the day in Maple Ridge a natural choice.

Now, before you count yourself out, by saying Twittering is not your thing, proclaiming you don’t “give a sweet tweet,” give it a try. It is not just for ‘young people’ and it saves time sharing and sourcing information when one is simply answering the question, “What am I doing?”. Think about tweeting this way: It’s liberating with messages limited to 140 characters that can be sent from a cell phone or computer; it’s a public forum so tweets get many thoughtful answers; a tweet receives immediate response; it is the most efficient method to discover interesting things; it’s searchable so you can see what others are saying about Maple Ridge festivals and events.

Getting started is easy. Start now by visiting www.mapleridgeweekends.com/twitter where you’ll find a very easy step-by-step instruction guide, a ‘short & sweet’ version of the instructions and a YouTube video that shows ‘how-to’ for the more visually inclined. Twitter feeds are already talking about everything from the strawberries at Haney Farmers Market to bike trails; a band playing at Adstock ’09 to great campsites in the area. With a summer full of free events and plenty to do with family and friends, join the Twittering stream and enjoy the fun.

Discover Maple Ridge Weekends!

Each weekend the adventure begins in the heart of downtown Maple Ridge, where Memorial Peace Park plays host to a unique and happening event each and every weekend. From the colourful Haney Farmers Market to the wildly popular Caribbean Street Festival, the classic Bard on the Bandstand to one of the province’s premiere Jazz and Blues Fests, Canada Day to Heritage Day – Maple Ridge offers something spectacular for everyone. Visit www.mapleridgeweekends.com for a calendar of events, photo contest details, maps, places to stay other events around town and see what is being said on the Twitter feed.

Media Contact: Kate Rogers, Tartan Group Tel: 604.880.1494 Email: kate@tartangroup.ca

