



*Catch What You've Been Missing at Shearwater.*

## For Immediate Release

### **Shearwater Resort and Marina Reaches Social Media Milestone – Announces ‘All-Expenses Paid Trip of a Lifetime’ Contest for Fans.**

*Shearwater Resort and Marina reached a significant milestone on Facebook this past Thursday passing the 10,000 ‘like’ plateau and promptly announced a free contest for an all-expenses paid trip to the world class sport fishing and eco-adventure destination.*

**Vancouver, British Columbia | May 19, 2015** | Social media fans of Shearwater Resort and Marina have one more reason to stay connected to the sport fishing and eco-adventure destination on British Columbia’s Central Coast.

The start of the summer travel season brings an increase of social media content on the Shearwater Resort Facebook page as many first time and returning guests check the page regularly to see what is new, what is happening, to get fishing reports and to share information. For just over 4 years Shearwater has delivered meaningful content and watched its fan base steadily grow to surpass the 10,000 fan mark this past week.



In order to suitably celebrate the occasion, Shearwater has announced a new two-fold social media initiative called **#SimplyShearwater** – a contest that will award one lucky fan an all-expense paid vacation to Shearwater this summer, as well as a new hashtag program whereby fans of Shearwater can post their own content and tag their photos with other followers to find easily now and into the future.



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“Some of the most passionate sport fish and eco-adventure enthusiasts visit Shearwater each year and experience an unparalleled and unforgettable vacation. Both before and after their trip they choose to interact with us via social media” says Mike Pfortmueller, Vice President, Sport Fishing of Shearwater Marine Group. “Reaching 10,000 *engaged* fans is no small accomplishment, and our fans are very involved and active. We could think of no better way to celebrate our milestone other than to give back and reward one lucky fan with a chance to come visit us for free.”

The contest is aptly named ***#SimplyShearwater*** and it is extremely easy for both new and existing fans to participate in. By simply ‘liking’, ‘sharing’ and/or tagging posts with the new hashtag **#SimplyShearwater**, entrants can earn up to six ballots for a chance to win a *‘trip of a lifetime’*.

Full contest details, terms & conditions see: [shearwater.ca/site/contests/simplyshearwater](http://shearwater.ca/site/contests/simplyshearwater)

“Besides announcing this fantastic contest, the new hashtag **#SimplyShearwater** will be a new and innovative way for all guests to further interact with Shearwater, to post and find relevant and meaningful content, and to continue to share the Shearwater experience from home” said Shawn Nagurny Sport Fish Sales and Marketing Manager. “This is a new and fun way to keep in touch and it opens the doors for fun, new promotions all year long.”

Shearwater Resort and Marina operates year round, but between May and September it is a hotbed of activity as people from around the world book their incredible sport fish and eco-adventure vacations. The lucky winner of the **#SimplyShearwater** contest will be able join the professional staff at Shearwater free of charge for either a 4 day or 5 day experience at what can only be called the only untamed, untouched and unbelievable resort destination on the Central Coast of beautiful British Columbia.

**About Shearwater Marine Group**

Shearwater Marine Group ([www.shearwater.ca](http://www.shearwater.ca)) operates Shearwater Resort and Marina on Denny Island near Bella Bella, on the Central Coast of British Columbia. Shearwater is an important way point on the inside passage for boat traffic and has become a recognized sport fish and eco-adventure destination. A full service marine resort, Shearwater’s services include: A 27 room hotel, sport fishing lodge, a conference facility, bar & grill, moorage, fuel dock, water taxi fleet, shipyard with travel lift, marine store, and grocery store, campground and RV park, and a BC Ferries terminal. Founded in 1947, Shearwater Marine Group is a privately held Canadian company.

**To learn more about this release please contact**

Michael Maenck, Marketing Manager  
Shearwater Resort  
115-6086 Russ Baker Way, Richmond, BC  
Office: (604)270-6204  
[marketing@shearwater.ca](mailto:marketing@shearwater.ca)

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