

**“Look Into Wood Buffalo” Community Wellbeing Survey:  
It’s about our wellbeing, not just our economy  
May 3 – June 20, 2014**

**FOR IMMEDIATE RELEASE:**

**Incentive prizes for Community Wellbeing Survey announced**

**Fort McMurray, Alberta – April 30, 2014** – Starting this Saturday, May 3<sup>rd</sup>, the “Look into Wood Buffalo” Community Wellbeing Survey will “check in” with residents about their quality of life. About 7,000 randomly selected households are being invited to fill out a survey from the Canadian Index of Wellbeing. The anonymous responses will help community leaders better understand what is important to wellbeing in Wood Buffalo and also what’s getting in the way of leading a happy, healthy and prosperous life.

A working group of representatives from local organizations including the Oil Sands Community Alliance, the Regional Municipality of Wood Buffalo, the United Way of Fort McMurray, FuseSocial and Social Prosperity Wood Buffalo have been working with the Canadian Index of Wellbeing to fine-tune the questions, promote the survey and gather prizes for those who complete the survey. With the exception of the Staycation grand prize which will be drawn from all ballots, there are different prizes depending on where you live. Details are provided below.

The “Look into Wood Buffalo” Community Wellbeing Survey launches on May 3 and will run through to June 20<sup>th</sup>, 2014. Over 7,000 randomly selected households in Fort McMurray and outlying communities will receive an invitation in the mail. Responses are completely anonymous. People who fill out the survey will be eligible for great prizes as a thank you for their time.

Residents are invited to learn more about the “Look into Wood Buffalo” Community Wellbeing Survey. FuseSocial and Social Prosperity Wood Buffalo are hosting a **Lunch & Learn** on Monday, May 5<sup>th</sup> from 12:00 – 2:00 pm at the Quality Hotel. To reserve your space for this free event, please register by clicking on the [Eventbrite link](#).

**For more information, please contact:**

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**“Look into Wood Buffalo” Community Wellbeing Survey Partners:**



**Break-down of prizes by community for people who complete the community wellbeing survey and enter their name in the draw:**

Anzac:

- 1 year family membership to the Anzac Recreation Centre
- \$50 gift certificate to the Anzac Grocery Store

Conklin:

- \$50 Petro Canada gift certificate
- \$50 Canadian Tire gift certificate

Draper, Janvier and Gregoire Lake Estates:

- \$50 Walmart gift certificate
- \$50 Superstore gift certificate

Fort Chipewyan:

- \$50 Northern Store gift certificate
- \$50 Fort McMurray aviation gift certificate

Fort MacKay:

- \$50 Walmart gift certificate
- \$50 Superstore gift certificate

Fort McMurray:

- 1 year family membership to MacDonald Island Park (generously donated by ONE Regional Recreation Association of Wood Buffalo)
- Gift basket including a voucher for a pair of season tickets for Keyano Theatre Company's TELUS 4-Play Drama Series including, "On A First Name Basis", "A Christmas Carol", "Cabaret", and "Goodnight Ladies" (generously donated by The Arts Council Wood Buffalo and the Keyano Theatre & Arts Centre)

Saprae Creek:

- \$50 Canadian Tire gift certificate
- \$50 Walmart gift certificate

Staycation Grand Prize for two (generously donated by the Regional Municipality of Wood Buffalo):

FRIDAY:

- 4:00 - Check into luxurious Honeymoon suite at Chez Dube
- Dinner - The Keg
- 8:00pm - Couples in-room Massage at Chez Dube

SATURDAY:

- Complimentary breakfast at Chez Dube
- 11:30am - 1:00pm Couples IONIC RELEASE detoxification and massage
- Afternoon stroll by the river at Mac Island and then check out the shops at Peter Pond Mall - \$200 gift card
- Dinner at LIVE restaurant

SUNDAY:

- Complimentary breakfast at Chez Dube
- Checkout at 11am

**Staycation Grand Prize Package Valued at \$1,600**