

Interested in preserving your Hunter Heritage?

Calling all organizations SUPPORT Hunter Heritage & WIN

For every \$500 contribution we will enter your
Clubs name into a random draw for a
Tikka T3 Lite Stainless Synthetic Rifle - 300 win mag

January 20th – April 30th, 2019



For more information visit:

www.wildsheepsociety.com/promo



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What is Hunter Heritage?

- **1Campfire** is a program exclusively developed & paid for by the Wild Sheep Society of BC, however it will not be openly tied to our organization. Visit us at www.1Campfire.com



- We are marketing a pro-hunting campaign with one mandate, to create a public relations outreach campaign that preserves our right to hunt and improve the diminishing social license of the hunter. We need the support of all groups in the hunting community to achieve this.
- Professional program development services have been contracted to Monashee Media, Kelowna, BC creators of Journal of the Mountain Hunting and Beyond the Kill Podcast.
- Campaign is designed for the greater non-hunting public. There is an important distinction that this is not designed for consumption by hunters or targeted at the anti-hunting community.
- Our campaign will be revealed to the broader public timed for early spring, a time we see increased pressure from the anti-hunting community & increased media coverage.
- The goal of the program is to use short videos on social media to drive people to the website where we will have our longer form engaging content including videos, podcasts and ultimately to in-person event. Removing the greater public from the damaging social media effects is imperative.
- Long term plans include an in-person BBQ in downtown Vancouver or Victoria for outreach. Wild meat will be presented and an opportunity for meaningful discussion on why hunting is relevant and positive in today's society.

SUPPORT US IN PRESERVING OUR HERITAGE

WSSBC feels strongly that we need to take steps to change the narrative around hunting; hence we have committed \$60,000 toward the development of a professionally crafted outreach program to reach the broader urban non-hunting public. We are soliciting the support of other hunters, stakeholders, and conservation organizations to deliver this message to British Columbians. We feel that we as hunters need to come together as one, unified voice with a common goal of seeing that our way of life is preserved, as we are becoming irrelevant in the swiftly changing urban landscape.

For additional information contact **Colin Peters** @ colin.peters12@gmail.com