

# MEDIA RELEASE

City of Williams Lake



450 Mart Street  
Williams Lake, BC  
V2G 1N3

## For Immediate Release

April 26, 2022

---

### Golden Buckle Hunt Returns for Second Year

The Cariboo Memorial Recreation Complex's wildly popular Golden Buckle Hunt is coming back for a second installment this May.

The Golden Buckle Hunt was created in 2021 with a goal to encourage residents to get outdoors exploring the region's vast array of hiking and riding trails in and around Williams Lake during the pandemic.

"The positive response, feedback and level of participation we saw from the community really blew us away," says Kaitlyn Atkinson, Manager of Recreation and Leisure Services. "We can't wait to once again be able to offer this fun, family-friendly activity and contest to residents."

For four weeks throughout the month of May, the 'Golden Buckle' will be hidden somewhere on a trail or hiking destination in Williams Lake. All locations will be family friendly.

Participants are tasked with keeping an eye on the Cariboo Memorial Recreation Complex's social media channels – Facebook, Twitter and Instagram – for a clue to the Golden Buckle's location at the beginning of each week. Once per week a new location and clue will be posted.

Once the buckle has been found, participants are asked to take a photograph with the buckle at its hidden location and email it to [recreation@williamslake.ca](mailto:recreation@williamslake.ca) to be entered into a grand prize gift basket draw. Throughout the contest and at the end of each week, photos will be shared on social media.

"The hunt will take participants on new trails or hikes around Williams Lake," Atkinson says. "We hope it can be a fun way to get people outside and moving this spring, as well as maybe introduce residents to some new locations, sights and views."

Stay tuned to the Cariboo Memorial Recreation Complex's social media channels for the first clue, launching the early morning of Sunday, May 1. Subsequent locations and corresponding clues will be released on Sunday, May 8, Sunday, May 15 and Sunday, May 22.

For more information, or to keep tabs on the Golden Buckle Hunt visit us on Facebook at @CMRCWL, Twitter at @CMRCWL, Instagram at @recreation\_williams\_lake or call us at 250-398-7665.

-30-

#### Media contact:

Greg Sabatino, Events & Marketing Coordinator

[gsabatino@williamslake.ca](mailto:gsabatino@williamslake.ca)

Phone: 250.392-1770 / City Hall: 250.392.2311