



Want to become a Big Wild Ambassador?

Here's how:

The Basics

Start by exploring and creating a profile at www.thebigwild.org. Be sure to add some photos and add your support to some of the initiatives around the site. Next, recruit a few friends to create a profile at thebigwild.org. Go to <http://www.thebigwild.org/SendtoFriend.aspx>

Get Your Hands Dirty

- Register for and plan a Big Wild Challenge, a trip you take that is dedicated to wilderness conservation. Get some ideas at <http://www.thebigwild.org/Challenge.aspx>
- Pick up a pair of "Green Laces" from MEC. Show your support for the Big Wild by keeping one shoelace and giving the other away, a gesture that will represent supporting the protection of at least 50% of Canada's wilderness.
You can be creative with the shoelace: put it on your backpack or keychain, wear it as a bracelet, or simply lace up your best hiking boots.

Become a Big Wild Ambassador

- Help with promotion of the Big Wild and the Big Wild Challenge. This may include contacting outdoor recreation groups; getting approval for and posting posters in appropriate locations (such as on bulletin boards in park visitor centres); participating in outreach booths that may showcase The Big Wild, and more. Contact the Education Coordinator for more information.
- Consider creating a presentation or lending your photos, videos and stories from your own Big Wild Challenge for future Big Wild Challenge promotion.