



Presented by the Canadian Camping & RV Association



Unofficial Kickoff to Another Camping Season!

<p>Invitation:</p>	<p>Canadian RV and Camping Week is an annual celebration dedicated to highlighting the importance of the RV and Camping Industry in Canada. It serves as a platform to encourage Canadians to explore the great outdoors, create lasting memories, and appreciate the natural beauty of Canada's landscapes. This year, the event will take place from May 21st to May 26th, 2024.</p>
<p>Date:</p>	<p>May 21-26, 2024</p>
<p>Participants:</p>	<p>Campgrounds Across Canada: <i>Member campgrounds can sign up to participate in whatever way works best for their business HERE.</i></p> <p>Campers: <i>Campers are invited to book a stay in any participating campgrounds (listed HERE), or donate directly to Care Camps HERE.</i></p>
<p>More Details:</p>	<p><i>Campgrounds across Canada choose to join in a variety of ways! Some offer discounts on camping fees during the event dates, others host special events like cook-offs and bingos to raise funds for Care Camps from camper participants, while others simply donate cash to the charity.</i></p> <p><i>The fundraising/charitable component is not mandatory, but assists us in promoting the event to the public, generating media interest in the camping lifestyle, and giving campers the opportunity to support a worthy cause while enjoying their favourite pass time!</i></p>



Why Participate?

Participating in Canadian RV and Camping Week offers numerous benefits for campgrounds:

Increased Exposure: By joining the event, your campground will be featured on the official map, allowing campers to easily find and contact you for details about your special offerings.

Community Engagement: This event fosters a sense of community among campgrounds across Canada, encouraging collaboration and shared celebration.

Promotion: By being part of Canadian RV and Camping Week, you'll benefit from nationwide promotion through various channels, including social media, press releases, and industry partnerships.

Revenue Generation: Offering special events, discounted fees, or unique activities during the week can attract more campers, boosting revenue for your campground.

How to Join In!

1. **Sign Up:** Register your campground to participate in Canadian RV and Camping Week by filling out the registration form available [HERE](#).
2. **Plan Your Activities:** Decide on the special events, discounted fees, or specific activities you'll offer during the week. These can include guided nature walks, outdoor movie nights, discounted rates for RV sites, or any other creative ideas you have.
3. **Spread the Word:** Utilize the resources provided in the resource folder [HERE](#) to promote your participation in Canadian RV and Camping Week. This includes social media post wordings, graphics, logos, and other materials to help you market your campground effectively.
4. **Engage with Campers:** Once registered, actively engage with campers through social media, email newsletters, and your campground's website to promote your special offerings during the week.
5. **Celebrate:** Enjoy the festivities and celebrate the start of another camping season with your guests!

Advocacy & Media Engagement

In addition to celebrating the joys of camping and RVing, Canadian RV and Camping Week serves as a platform for advocacy and media engagement through the efforts of the Canadian Camping and RV Association (CCRVA). The CCRVA utilizes this event to communicate with provincial and federal officials about the significance of the camping and RV industry on both the economy and the emotional/social well-being of campers.

Advocacy Efforts

During Canadian RV and Camping Week, the CCRVA reaches out to provincial and federal officials, urging them to issue official proclamations in their respective legislative assemblies. These proclamations announce the event and highlight the industry's contributions to the Canadian economy and society as a whole. By securing these proclamations, the CCRVA reinforces the importance of the camping and RV industry at the government level and raises awareness about its positive impact.

Media Engagement

Furthermore, the CCRVA issues press releases to the media, leveraging the event to engage consumer excitement for the start of another great camping season. These press releases highlight the unique experiences and benefits of camping and RVing, encouraging individuals and families to participate in Canadian RV and Camping Week activities. Through media outreach, the CCRVA amplifies the visibility of the event, driving increased interest and participation from campers nationwide.





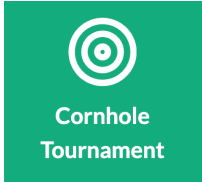

Get Involved!

Campgrounds participating in Canadian RV and Camping Week play a vital role in supporting these advocacy and media efforts. By showcasing the vibrancy and diversity of their offerings during the event, campgrounds contribute to the overall promotion of the camping and RV industry. Together, we can advocate for the continued growth and recognition of camping and RVing as cherished Canadian pastimes.



Resources & Assets

Social graphics, fundraising toolkits, and logos available for participants to utilize in their marketing strategy, as well as to support deployment of successful events and activities (which you can use all year, not just during Canadian RV and Camping Week!). Find more [HERE](#).

Photos	Resources
 	   

Contact Us



**CANADIAN CAMPING
AND RV ASSOCIATION**

**ASSOCIATION CANADIEN
DU CAMPING ET DU VR**

info@ccrvc.ca

www.ccrvc.ca

905-336-8969