

# Grand Valley Trails Association Volunteer Job Description

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**Position Title:** Publicity and Public Relations – End-to-End Hike 2006

**Position Description:**

Take charge of publicity and public relations for the Grand Valley Trail Association's annual trail division End-to-End hiking event. Duties include designing and placing advertising, designing and producing flyers, writing press releases, media relations, and arranging draw prizes. The event will take place on our Black Walnut trail division (Waterloo County) the weekend of October 14-15, 2006. Hikers from all over Ontario will participate in this 67 Km non-competitive hiking event. This successful and fun event was first held in 2005, and a complete planning kit will be made available.

**Specialized Training:**

Publicity, marketing, and/or promotion experience would be helpful.

**Time Commitment:**

Approximately 5 hours a month February – October, with additional time in September and October.

**Ideal For:**

Individual or couple.

**Geographical Area:**

Black Walnut (Waterloo County)

**Transportation:**

A Vehicle is essential.

**Benefits:**

Help the GVTA host a successful and fun event, with the potential for fundraising.

**GVTA Membership Required:** No