

Announcement

July 19, 2012

Trace Associates Social Media Contest Winner Announced

In March, Trace Associates Inc. (Trace) embarked into the world of social media; and to launch our efforts, we had staff form teams to create YouTube videos. The idea was to create song, movie, or infomercial parodies about Trace, and Trace would donate \$1,000 to a community organization chosen by the team that gets the most “hits” on YouTube. Trace is pleased to announce that the “Trace Funky Fresh” parody of several dance and rap songs had the most hits and is the winner. The winning team will present a cheque for \$1,000 to the community organization of their choice, which is the Jack James High School in Calgary, Alberta.

“I am so proud of our staff for putting so much effort and creativity into the contest”, says Trace President Darrell Haight. “When we first came up with the idea of the contest, we were uncertain what the results would be. Our staff really showed off their creativity and commitment to doing a great job, especially for the benefit of the community.”



President, Darrell Haight, presents a cheque to “Trace Funky Fresh” team captain, Michelle Heffernan

Also impressed was one of Trace’s key vendors, Frontline Integrated Services Ltd. (Frontline). “On behalf of everyone at Frontline, I would like to thank all Trace employees for creating such fun and effective YouTube videos in support of these five important charities”, says Frontline President David Mattinson. “This initiative showcases positive employee engagement in action at Trace as well as the importance of community investment - something we at Frontline place great value in.”

Frontline will match Trace’s donation; therefore, all teams will receive an additional \$200 (Jack James High School, Alberta Cancer Foundation, the Calgary Association for Self Help, The LAM Canada Fund, and Big Brothers Big Sisters of Lethbridge).

About Trace Associates Inc.

Founded in 2006, Trace is a 100% employee-owned environmental consulting firm serving Western and Northern Canada. Trace’s team of energetic professionals is capable of managing and efficiently completing all types of projects. We take pride in our enthusiasm, focus on safety, and client responsiveness.

Trace provides environmental consulting services to oil and gas, real estate, development, government, forestry, and industrial clients during all stages of the project life cycle (planning, construction, operation, decommissioning, and redevelopment).

YouTube <http://www.youtube.com/user/TraceAssociates/videos>

Facebook <http://www.facebook.com/pages/Trace-Associates-Inc/176015752456085>

LinkedIn <http://www.linkedin.com/company/trace-associates-inc->
Twitter <http://twitter.com/#!/TraceAssociates>

About Frontline Integrated Services

Frontline Integrated Services Ltd. is a contracting company providing fully integrated services supporting the environmental, energy, and civil construction industries. Founded on the principles of professionalism, experience, and superior customer service; Frontline is committed to successfully completing projects with a focus on safety and the environment. Our experience has proven that by integrating more than one service option under the direction of Frontline project management, our clients realize added value and lower overall project cost. Our commitment to servicing our clients is the foundation of long term and respectful working relationships.

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