

Announcement

May 2014

Trace Associates Social Media Contest Winner Announced

In March, Trace Associates Inc. (Trace) launched Trace's third annual Social Media Contest. For the contest, staff form teams to create song, movie, or infomercial parodies about Trace, and Trace donates \$1,000 to a community organization of their choice if they get the most "hits" on YouTube. This year's winning team is "Team Zombieland" from the St. Albert office, who chose the Stollery Children's Hospital Foundation as their charity of choice.

"The contest continues to exceed my expectations in terms of fun, team building, and market exposure", says Trace President and CEO Darrell Haight. "Team Zombieland produced a great video and marketed the video very well. I'm proud of everyone involved and we're glad to help a vital part of our community."

Trace invests in our host communities' quality of life by supporting six main areas, including family and community wellness, environment, education, sports and recreation, community enhancement, and employee support. "Our Social Media Contest is one of the many ways we support our neighbours", says Haight. "We are proud of our employees and their commitment to our host communities."



Trace President and CEO Darrell Haight and Team Zombieland presenting their cheque to Mike House, President and CEO of the Stollery Children's Hospital Foundation.

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 energy, real estate, development, government, forestry, mining, and industrial clients during all stages of the project life cycle (planning, construction, operation, decommissioning, and redevelopment).

For further information, contact:

Lois Miller, MBA, Director, Strategy & Business Development
Trace Associates Inc.
T 306.242.1088, E lmiller@traceassociates.ca

