

WIN CARD BENEFITS



Everybody WINS

Be part of something big. Be part of something that matters.

- directly connect with 400,000 Albertans
- give back to Alberta's wildlife and their habitat
- be recognized as a Corporate Partner in Conservation
- reach new and receptive consumers

Bring on the Benefits

Make it happen by becoming a WIN Card Benefits partner – you'll come on board to reward 400,000 of Alberta's WIN cardholders for supporting conservation efforts with an exclusive deal or discount from your business. They benefit, you benefit and so do Alberta's fish, wildlife and habitat.

Build your Base

Take this unprecedented opportunity to reach new demographics by accessing nearly half a million Albertans and counting. Your company identity and the discount you offer will be profiled in the following ways:

- Alberta Conservation Association's website, www.ab-conservation.com, where we receive approximately 3,000 visitors a month
- Our email newsletter that reaches nearly 27,000 readers a month
- Our publications – we distribute 100,000 copies of *Discover Alberta's Wild Side Guide to Outdoor Adventure*, and 15,000 of *Conservation Magazine*, (published biannually)
- On the RELM website – where every Albertan goes to get or renew a WIN card



How it Happens

In Alberta, all anglers and hunters must purchase a Wildlife Identification Number (WIN) card before acquiring any licence, wildlife certificate or hunting draw application. It's the fees from the cards purchased that initiate a multitude of valuable conservation projects that benefit wildlife and their habitat across the province.

Be the next to join us; the benefits are significant for cardholders, for you, and most important, for the conservation of Alberta's fish, wildlife and habitat. To see our growing list of partners visit www.ab-conservation.com.

It couldn't be easier – for more information or to join, contact:

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