



## PRESS RELEASE

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### **For Immediate Release – Miramichi celebrates 25 years as a City**

Miramichi, NB - The year 2020 marks the City of Miramichi's 25th Anniversary and much has happened since amalgamation in 1995 to shape the Miramichi we know today. To commemorate the achievements and accomplishments of our community, the Mayor and Council have planned several initiatives to celebrate our first 25 years as a city in fun and inclusive ways, that also take into consideration the public health guidelines during the COVID-19 global pandemic.

Mayor Adam Lordon explained how citizens and former residents can get involved: "Our community has much to be proud of over the past 25 years and we want to hear from you on what you believe defines our community. Your suggestions will be collected and then used to create our Top 25 Miramichi Moments. Like, Share and Contribute on our Facebook page to get involved."

The contributions and suggestions from the community will be used to select the Top 25 Miramichi Moments that will be used in future promotions to celebrate our 25th Anniversary. These promotions will include:

1. Five (5) videos highlighting the moments selected moments nominated by the community.
2. Weekly Trivia contests for unique Miramichi prizes.
3. A community wide scavenger hunt where some of the nominated moments have a connection.

All individuals that provide contributions and suggestions for the Top 25 City of Miramichi Moments will be entered into a draw for:

- 25th Anniversary Commemorative Coin
- 25th Anniversary Commemorative Hoodie
- 25th Anniversary Commemorative Fandana

**Rules:**

1. Like our Page <https://www.facebook.com/cityofmiramichi>
2. Like our 25th Anniversary Post
3. Share our 25th Anniversary Post
4. Comment on the moment(s) within the last 25 years that you feel the community should be proud of!

“Miramichi has always demonstrated its resiliency and as a community we have overcome many challenges. Although this is not the celebration we envisioned during our budget process; we want to commemorate our city’s milestones and accomplishments of the last 25 years despite the adversity we are facing”, added Mayor Lordon.

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