

Water WoRDs

Updates from the Water Resources Division



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Instagram Beach Challenge

After a long winter, it's finally time for sun, sand, and summer. In partnership with Pure Michigan and the Department of Natural Resources, the DEQ is celebrating the beginning of beach season with a 10-day photo challenge beginning June 20, 2014. Each day features a different theme, with winners selected daily. To join in, follow @PureMichigan on Twitter or Instagram, post your favorite original photograph matching the day's topic, tag @PureMichigan and use the hashtags #puremichigan, #beachchallenge, and #dayXX. The daily themes are:

- Day 1 (June 20): Favorite Beach to Catch a Sunrise or Sunset
- Day 2 (June 21): Favorite Dog-Friendly Beach
- Day 3 (June 22): Favorite State Park Beach
- Day 4 (June 23): Favorite Beach to Fly a Kite
- Day 5 (June 24): Favorite Beach for Watersports
- Day 6 (June 25): Favorite Beach for Fishing
- Day 7 (June 26): Favorite Beach to Admire Clear Waters
- Day 8 (June 27): Favorite Beach to Take a Long Walk
- Day 9 (June 28): Favorite Beach to Hang Out with Family and Friends
- Day 10 (June 29): Favorite Beach to Watch Fireworks



The challenge will highlight Michiganders' top summer vacation destinations. All entries tagged with #puremichigan or #beachchallenge will populate a gallery hosted on www.michigan.org where participants can view their submissions and others'. Photos will be judged based on artistic quality, their representation of the Pure Michigan brand and the daily photo challenge, and for a variety of beaches.

Pure Michigan will award the ten daily challenge winners and one grand prize winner items from the Pure Michigan online store. Daily challenge winners will receive a Pure Michigan-branded Personal Sun Care Kit and have their photo featured on Pure Michigan Instagram's page. The grand prize winner will be announced during the week of June 30, 2014. He or she will have their photo featured across Pure Michigan's social channels and receive the "Ultimate Pure Michigan Beach Day" prize package valued at \$480, which includes:

- Two 24 oz. Water Bottles
- Pure Michigan Beach Towel
- Pure Michigan Tote Bag
- Fire Pit
- Three Tray Tackle Box
- Fishing Lure Kit
- Ice Berg Cooler
- Pure Michigan Fun Bucket with Shovel
- Personal Sun Care Kit

Participants may enter as many photos as they wish each day. By entering the contest, users agree to give Pure Michigan rights to future use of their photographs.

