

The Hidden Treasures of the New Oulu -contest

15.6.–30.9.2012

The Hidden Treasures of the New Oulu.. have you found one? Do you recognize it?

Is it something familiar to everyone or something totally new and unknown, still hidden? Is it something you can touch, look, smell, taste or can you go there? Reveal your treasure to others in Oulu! Take part in the treasure hunt.

All the residents of the new Oulu are invited to take part in "the treasure hunt". The goal is to spotlight not so well known nature, scenic and experience destinations in the new Oulu area.

You can participate as an individual or a group: for example schools or organizations can send a suggestion together.

The competition is open to everyone and you can send your suggestions until September 30th 2012. Let us know what is a destination you would be proud to recommend to everyone in Oulu!



You can enter the contest with a destination of any size: small or large. Your destination might have natural values that make it valuable – endangered or otherwise valuable vegetation, animals or territories. Is your treasure a beloved scenery? Or does it simply offer a great experience in the nature.

Deliver a description and location information of your destination, preferably with photographs, to the Environment Office of Oulu. To describe your destination you can use the attached form which can also be downloaded at www.ouka.fi/oulu/ymparisto-ja-luonto/katketty-aarre . Contest entries can be mailed to *Oulun seudun ympäristötoimi / Environment Office of Oulu, "Aarre/Treasure", PL 34, 90015 Oulun kaupunki* or emailed to ymparisto@ouka.fi with the word "Aarre/Treasure" as a subject.

Send your entries by the 30th of September 2012!

The winning destination is chosen from the entries by the Environment Office representatives. The person or group with the winning destination will be rewarded. Also receivers of surprise prizes will be randomly drawn.

Additional information from the Environment Office of Oulu:
Matti Tynjälä, matti.tynjala@ouka.fi, phone 044 703 6763
Maarit Kaakinen, maarit.kaakinen@ouka.fi, phone 044 703 6791

Feel free to spread the word about The Hidden Treasures of the New Oulu contest!

Wishing you good luck with the treasure hunt,

Marketta Karhu

Manager of the Environmental Protection Department

The Hidden Treasures of the New Oulu – contest is part of Oulu's Environmental Year 2012 theme year which is run by the Urban and Environmental Services. You can find out more about the theme year from www.ouka.fi/oulu/ymparisto-ja-luonto/oulu-ymparistovuosi-2012