



## So you've decided to participate in the Maine Beaches 200 in 200 Challenge? Let's get started!!

**The Challenge:** In order to qualify for prizes at indicated levels, you must share a photo of yourself on either Facebook or Instagram (our page or yours!) letting us know which experience you're having, tag us @TheMaineBeaches, and use the hashtag #200in200Maine. Once you reach the first level (20 experiences), you will receive a message through social media with a request for your mailing address (which will be used solely for fulfilling your incentive prize(s), unless you opt into future communications). As you reach higher qualifying levels, you will receive a message through social media indicating that your next prize is on its way!

There is no limit to the number of specific experiences you can submit to the challenge, but each experience must be a distinctly different place or event. For example, you can submit multiple photos of "watch the sunrise over the ocean", but each photo must be taken either on a different day or at a different location. Additionally, you can submit multiple photos of a particular site (i.e. Nubble Light), but each must be taken on a different visit.

By participating in the challenge and tagging us in your photo, unless specifically stated otherwise, you are giving tacit permission for The Maine Beaches Association to use and share your photo in marketing and promotional campaigns related to the challenge.

**The Coin:** The Maine Beaches has crafted a beautiful, high quality commemorative coin to mark the state's bicentennial and the 200 in 200 Challenge. In addition to being a collectible keepsake, when you purchase one of the coins, by bringing and showing the coin to participating businesses, you will have access to special deals, discounts and giveaways. Participating businesses are indicated by a "star" in the category section of the itinerary builder (see more below) and information on the deal/discount/giveaway can be found in the description of the participating business.

Coins can be purchased from our website 200 in 200 Challenge page ([TheMaineBeaches.com/200in200](http://TheMaineBeaches.com/200in200)), or on site at [chambers of commerce visitor centers](#) around the region.

**The Widget:** Planning out your 200 in 200 challenge around The Maine Beaches is so easy! We're excited to unveil the [200 in 200 Challenge Guide](#) on our site (with integrated mobile apps), an interactive way to map out everything you want to add to your Maine Beaches 200 in 200 Challenge itinerary. Designed with our partners at [Visit Widget](#), this tool provides a new way to explore what the area has to offer, including hotels, culinary, and scenic destinations. View it all at once or search by challenge type, like Stay, Indoor, Outdoor and Events.

You can access the widget by clicking the link in the above paragraph, or from any page on our website by clicking on the '200 in 200' icon embedded in the navigation bar at the top (next to the Maine Beaches logo). A sample of the icon is at the top of this form.

Simply peruse the experiences and places, and as you find those you'd like to include, just click the + button located under the cover photo of each place and it will add that stop to your itinerary. The widget also includes a mapping function so that once you have all of your experiences selected, you can see their proximity to one another, making it easy to arrange the order and timing of each! MAKE SURE TO CHECK BACK OFTEN AS NEW PLACES AND PARTICIPATING BUSINESSES WILL BE ADDED THROUGHOUT THE YEAR!

If you have any questions as you participate in the Maine Beaches 200 in 200 Challenge, please shoot us an email at [TheMaineBeaches@outlook.com](mailto:TheMaineBeaches@outlook.com). Thanks so much and happy 2020!