

Media Release

For Immediate Release



Step Into Nature Fundraising Raffle Offers High Odds and Unique Prizes

Prince Edward County, ON – November 5, 2025 – **The South Shore Joint Initiative (SSJI)** is inviting the community to take part in its **Step into Nature Fundraising Raffle**—a chance to win one-of-a-kind prizes while supporting the protection of Prince Edward County’s rare and undeveloped South Shore.

With **only 200 tickets available at \$25 each**, participants will enjoy excellent odds of winning. Prizes include:

- **One Night at The Royal Hotel – Empire Room (\$700 value)** - lavish escape at one of PEC’s finest boutique hotels; 2025 Condé Nast Traveler and Michelin awarded!
- **South Shore Stroll Experience for Six + SSJI Bucket Hats (\$450 value)** - guided nature walk through the breathtaking South Shore.
- **SSJI Canadian-Made Merchandise Bundle for Two (\$200 value)** - merchandise made in Canada, including two sweatshirts featuring Andrew King’s painting of the landmark Point Traverse Lighthouse and SSJI Species at Risk tote designed by PEC artist Dawn Ayer.
- **Iris Casey Original “In Sync” Bird Sculpture (\$150 value)** – wire sculpture by celebrated local PEC artist Iris Casey.
- **One-Hour Massage from Jennifer Bowman, RMT (\$105 value)** – a relaxing and invigorating professional massage.

Tickets are on sale NOW. To purchase, email Cheryl Anderson at cheryl.anderson@ssji.ca or call 613-849-7743 to receive your ticket and e-transfer instructions. Draw is at 4 PM on January 5, 2026 at the Royal Hotel Lobby, 247 Main St, Picton, ON K0K 2T0.

Raffle details are available at [SSJI.CA](https://www.ssji.ca). We extend heartfelt thanks to The Royal Hotel, Iris Casey and Jennifer Bowman for their generous contributions to this meaningful fundraiser.

“Every ticket purchased helps us continue our mission to protect, preserve, and restore the South Shore’s lands and waters,” said Cheryl Anderson, SSJI President. “With such limited tickets, your chance of winning is high—and your impact on conservation is even greater.”

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Licence No: M858010 | Ticket Price: \$25 | Total No of Tickets: 200

About South Shore Joint Initiative (SSJI):

South Shore Joint Initiative is a volunteer-run, registered Canadian charity (#76995 9081 RR0001) dedicated to educating and advocating for the protection, preservation, and restoration of Prince Edward County’s South Shore—where biodiversity and people thrive together. Learn more and explore the beauty of the South Shore on our [YouTube channel](#).