

**HACA**

HEIDELBERG ALUMNI  
CANADA



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

Dear Heidelberg Alumni,

the Vancouver Chapter of Heidelberg Alumni Canada (HACA) is pleased to invite you to

### **A Holiday Celebration Honouring our Members**

Join us for a night of savory canapés and festive spirits as we say “Danke Schön” to our current members and launch a Social Media campaign to attract and welcome new members in 2014.

To help us deliver a great campaign, Local Television personality and Social Media Specialist

**Peter Verge**

will be presenting

### ***Social Media: an Informal Introduction to the Hash Tag***

Peter Verge is a professional broadcaster, host and emcee. He has worked as an events coordinator specializing in communications for Shaw TV and co-hosts *Dream Homes*, a reality show focusing on luxury real estate throughout Western Canada. Peter is the co-chair of Movember Vancouver, where he acts as a spokesperson, conducting media interviews and developing social media strategies.

**Sunday, December 15, 2013 at 6:00-8:00 PM**

at

**Romers Burger Bar, in the Vault (private room)  
at 1873 W. 4th Avenue, Vancouver (Kitsilano)**

This event is free to members of HACA and HAI. Canapés and refreshments will be provided, but space is limited. Members are welcome to bring their spouse or a guest but please register no later than **December 13, 2013** at [HACA@alumni.uni-heidelberg.de](mailto:HACA@alumni.uni-heidelberg.de)

We look forward to seeing you on December 15<sup>th</sup>!

Mit freundlichen Grüßen

Melanie Solterbeck

HACA President and HACA Vancouver Regional Chapter Co-Chair  
Heidelberg Alumni Canada (HACA)