

Dufferin Golden Egg Hunt returning to Shelburne

Written By **Constance Scrafield**

This is the second year for the Dufferin Golden Egg Hunt, created and sponsored by Claire Knight and Dave Crowe, owners of GoWithCrowe real estate. The Golden Egg Hunt is running from April 11 to 18.

Ms. Knight explained, "The idea spawned from everyone being inside, something fun. Also, to drive people back to shopping local; get people back into the habit of going into local stores and restaurants since they've been shopping online for so long."

In order to make it all happen they partnered with several local businesses to get involved with the Golden Egg Hunt.

The idea has one thing in common with the normal notion of an Easter Egg hunt and another that is different: bring your children to find a Golden Egg but there is only one Egg per family as there are a total of 250 Eggs. Each of them has a collection of treats inside, donated by several businesses, to share among a family of children making each Egg a present for everyone.

"Even now there is still much uncertainty about what is and is not running again this year. No one is too sure, so we wanted to offer a game that can happen," she told the Free Press. "We wanted to do it again this year and we've added an Easter Bunny who will be going around visiting the participating businesses."

In addition to the businesses, they partnered with the townships of Mulmur, Melancthon and Shelburne.

She added, "Each Golden Egg has a ticket too, for a draw which will be made live on Easter Monday at 7:00 p.m. All the tickets have a multitude of different prizes donated from a lot of businesses throughout Dufferin County. The draw will be shown live on social media @gowithcrowe and #gowithcrowe."

For people who miss seeing the live draw, they can check on Instagram for their ticket number, itemized with the prizes.

There are basically five locations where the Eggs can be found. Super Burger in Mulmur, Market in the Mills in Hornings Mills, Maple Grove Farm Market in Mulmur, Jelly Craft Bakery in Shelburne, Dufferin Public House (Duffy's) Restaurant in the old church and Shelburne Family Chiropractor.

"They have the Eggs," Ms. Knight told the Free Press. "Just go and some of them are having an egg hunt. Every place is different but they are set up for children of no specific age. Each Egg has some really cool stuff in them, Parachute Guys, bunnies and tattoos. Multiple things for multiple children."

What instigated this idea, so Mr. Crowe told us, "We were driving along talking about how the community needed something to give it a spark. We came up with the idea of doing something."

Originally, they considered going to hide the Eggs in the parks but because of Covid, they logistically could not do it.

"We're very focused on 'shop local'," Ms. Knight said. "I used to own a retail store."

As promotion for the Gold Egg hunt, there are 10,000 postcards going to homes.

There are many fine reasons for Ms. Knight and Mr. Crowe to have begun this delightful idea: to support local businesses and get people outside who have been largely inside over the course of the pandemic.

For those who have been doing online shopping, they are now encourage to shop locally. They can pick up their Egg at one of the

locations and the winners of the draw will go into the store to pick their prize and get it from the retailer.

?I think we've had a lot of Egg-citement,? Mr. Crowe joked. ?People have been asking if we're doing it again this year. They can get a second draw ticket for the draw if they take a photo of their Golden Egg and post it on social media.?

It is important that each family respects taking only one Egg per family to allow more families to enjoy the hunt.

Ms. Knight and Mr. Crowe and their family put the eggs and things together: ?Our kids think it's great ? they might think we're a little crazy. I've been living in and around Shelburne my whole life and I care about the community,? said Mr. Crowe. ?It's important to have things like to keep that to keep up spirit and positivity. We want to continue to do this every year.?

For more information, contact Ms. Knight at 519-993-6226 (Claire@GoWithCrowe.com)