

DOWNTOWN KINGSTON! IT'S THE REAL DEAL

FOR IMMEDIATE RELEASE

July 5, 2011

RED ROAMERS HIT THE STREETS OF DOWNTOWN KINGSTON! Save Big – Win Big!

If you were around downtown over the long weekend you may have spotted them – the Downtown Red Roamers have been roaming, dancing, running and prancing all about the downtown, spreading word about this weekend's Sidewalk Sale.

These guys, clad in red from the top of their heads to the tip of their toes will be delivering ballots to shoppers over the next few days and throughout the Sidewalk Sale (Thursday, July 7th through Sunday, July 10th). Ballots can then be filled out and brought into participating businesses over the course of the Sidewalk Sale.

The prizes are amazing! Check it out:

Red Hot Grand Prize: One night stay at Confederation Place Hotel, Dinner for two at Tango (\$75 gift certificate), \$500 downtown Kingston shopping spree

Sizzlin' Second: Kobo eReader Touch and \$200 Indigo Books & Music gift card

Thirllin' Third: 2 tickets to Travis Tritt at the K-Rock Centre (August 27), Dinner for two at the K-Rock Centre Restaurant *plus* some really sweet keepsakes from the night!

What are you waiting for? Head downtown and spot the Red Roamer now! They'll be on the streets all week giving you more and more chances to win!

Special thanks to the Kingston Whig Standard, Confederation Place Hotel, Tango, Indigo Books & Music as well as the K-Rock Centre for making this possible.

A list of participating locations (ballot drop off spots) and contest rules and regulations are attached.

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For more information please contact:

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