



Fashion Getaway to Toronto

Canada's premiere fashion event returns to the Fashion Capitol, Toronto. You'll get a glimpse at the glamour of LG Fashion Week with the VIP Sneak Peak Experience. You could win exclusive access to a LG Fashion Week runway show with preferred seating and the VIP Lounge for rubbing elbows with the fashion elite!

To enter the "Fashion Getaway to Toronto" contest:

Listen for the cue to call March 8-19 and call 519-944-2497 and qualify for the FASHION GETAWAY TO TORONTO prizes:

- 1 of 3 Toronto Getaways for you and 3 of your closest friends March 28 – April 1
 - **VIA Rail first class**
 - **Overnight accommodations at The Fairmont Royal York**

Grand Prize: If you win one of the 3 getaw

ays you'll be included in the grand prize draw to win a **Toronto Fashion Week VIP Sneak Peek at LG Fashion Week Beauty by L'Oréal Paris March 2010!** The VIP Experience includes:

- Two (2) seats at a coveted evening runway show viewing the Fall Collections at LG Fashion Week
- Access to the VIP Lounge and Bar onsite at LG Fashion Week

To go along with the theme of LG Fashion Week "The Power of Style" we are asking the winners of the 3 getaways to submit a **fashion fabulous photo** of you and your guest to twakeford@blackburnradio.com before 11:00pm Sunday, March 21 in order to enter for the grand prize.

Grand Prize Draw Monday, March 22nd. Listen to Mix 96.7 for your name to be drawn.

LG Fashion Week logo to link to: www.lgfashionweek.ca

Rules and Regulations:

○ Listen to Mix 96.7 for the LG Fashion Week cue to call and call 519-944-2497. You'll be qualified to win 1 of 3 prizes and have a chance to win the grand prize. The cue to call will run 3 times per weekday (March 8-19) Once you qualify on-air you will be in the running to win all 3 prizes.

1 of 3 Toronto Getaways for you and 3 of your closest friends.

- including **VIA Rail first class** (on Windsor departure) departing March 28 at 10am from Windsor and returning April 1 on the noon train. Non transferrable. Non cancellable.
- including **overnight accommodations at the Fairmont Royal York** arriving on March 28 and departing on April 1 including a deluxe suite with two double beds with breakfast and a welcome amenity.

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To claim your VIP experience for the March 2010 season of LG Fashion Week please contact the Marketing Director (Tina Wakeford) at 519-944-4400 or twakeford@blackburnradio.com on March 22 for explanation on how to claim your prize.

○ Contest closes March 19 after the last cue to call in the afternoon with Ron Young.

○ **Prize Announcements:**

- Winner will be notified on air and by phone. If we are unable to speak with you within 24 hours of the prize being awarded the prize will be forfeit.

About the Fashion Design Council of Canada (FDCC) Established 1999

The Fashion Design Council of Canada is a non-governmental, not-for-profit national association directed towards fashion designers and the industry at large to brand and exercise their commercial viability both nationally and globally. The FDCC has created a successful Fashion Week, now in its 11th, year that commands international respect, economic trade, and profile of our industry and designers. LG FASHION WEEK, Beauty by L'Oréal Paris,

the second largest Fashion Week in North America, is the recognized bi-annual fashion event for our industry. For more information visit www.lgfashionweek.ca.

About LG Fashion Week Beauty by L'Oréal Paris

LG Fashion Week Beauty by L'Oréal Paris is the premiere fashion event in Canada which brings together media, industry, buyers and consumers to view the season's collections in the Fashion Capital of Canada, Toronto. Now in its 11th year, the Fashion Design Council of Canada (FDCC) has successfully created a Fashion Week known as LG Fashion Week Beauty by L'Oréal Paris that commands international respect, drives the Canadian fashion economy and profile within the industry. As title sponsor LG strives to infuse electronic intelligence with high style and fashion, while presenting sponsor L'Oréal Paris beautifies the runway with its hair and makeup artistry and expertise. As a non government, not-for-profit national association, the FDCC continues its international outreach for this platform event. For more information visit www.lgfashionweek.ca.

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