

MARRIED 25 YEARS, NJ COUPLE FINALLY TAKING HONEYMOON WITH \$10,000 PRIZE FROM LIBERTY TRAVEL

After 25 years of marriage, Cheryl and Eddie Lugo of Toms River, NJ will finally be enjoying their first vacation together, thanks to a \$10,000 prize courtesy of Liberty Travel.

Cheryl and Eddie were declared the winners of Liberty Travel's \$10,000 Dream Vacation Giveaway, a promotion that was open for entries between January and February of this year. The giveaway asked entrants to submit a brief description of why they deserved a \$10,000 Dream Vacation.

Entrants were also welcome to nominate someone they felt deserved the award. Cheryl and Eddie were nominated by their daughter Lauren.

Cheryl and Eddie had no idea they were entered in the contest until Lauren's nomination was picked as one of three finalists, and they were contacted by Liberty Travel.

Promoted heavily with both online and traditional media, the giveaway attracted more than 4,000 entries. That number was narrowed down to three finalists for the second phase of the competition, which put the final decision to public vote on libertytravel.com.

"The quality of the entries was overwhelming, but we had definite criteria that we were looking for in the finalists," said Jameson Kowalczyk, a member of Liberty Travel's marketing team, which organized the promotion.

"Altruism ranked high on the list, people who made personal sacrifices for the benefit of their friends and family, who passed up opportunities to see the world to make the world better for those around them."

"We're very pleased to be giving this trip to Cheryl and Eddie."

Cheryl and Eddie will officially accept their award at the grand opening ceremony of Liberty Travel's new East 8th Street Store on May 11, 2010. If you are a member of the press and would like to schedule and interview with Cheryl and Eddie, contact Jameson Kowalczyk at 201-934-3823 or kowalczykj@libertytravel.com.

Members of the press are also invited to attend the ribbon cutting at the official grand opening of the East 8th Street Store, located at 55 East 8th Street. The ribbon cutting will take place on May 11, 2010 at 11:00am.

The day's events also include giveaways of a 3-night stay at Sandals, a vacation in Greece with Contiki and an Apple iPad. All members of the press are eligible and invited to enter to win these prizes.

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