



Syracuse Convention & Visitors Bureau  
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[www.VisitSyracuse.org](http://www.VisitSyracuse.org)



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## **Syracuse Convention & Visitors Bureau Announce Winners of *Syracuse International Film Festival Weekend Getaway***

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**SYRACUSE, NEW YORK**— Two lucky winners are busy packing their bags for their weekend getaway to Syracuse. Both **Bert Roseblade** of Kingston, Ontario and **Cheryl Adams** of Ballston Spa, New York registered for the Syracuse International Film Festival Weekend Getaway contest that was advertised in a recent promotional magazine insert distributed by the SCVB to over 420,000 households.

The contest directions directed readers to the SCVB's newly redesigned Web site, [www.VisitSyracuse.org](http://www.VisitSyracuse.org) in order to register to win.

The prize package includes:

- A two-night complimentary stay (4/25-4/26) at the Renaissance Syracuse Hotel
- Two full festival passes for the 10-day Syracuse International Film Festival
- Two VIP passes to an exclusive reception with actor/director Steven Baldwin

The Syracuse International Film Festival Weekend Getaway is one of two sweepstakes offered in the magazine insert. The SCVB would like to remind everyone that The Syracuse JGB Jazz Fest Weekend Getaway is still open to the public. People can register for the contest by visiting [www.VisitSyracuse.org](http://www.VisitSyracuse.org).

On March 30, 2008, the informational magazine insert was distributed to over 420,000 households in three specific geographic regions, including the following: Albany, Scranton-Wilkes-Barre, PA; and Ottawa, Ontario. The specific target audience for all SCVB destination marketing efforts includes adult leisure travelers; women age 25-54 with a household income of \$80,000 and above.

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