



Miss604.com Anniversary Promotion

Using social media, Miss604.com plans to continue to promote community spirit - both online and off.

Over the last few years Miss604.com has covered local news, events, hockey games, and the personal ramblings and expressions of Rebecca Bollwitt.

To commemorate the fourth anniversary of Vancouver's #1 non-group blog* there would be no better way to express appreciation than to introduce a special promotion.

In 2007, readers of Miss604.com donated over \$600 to local charities, including the Surrey Food Bank and the Canadian Breast Cancer Foundation. This proved that not only can blogging help real-world issues but the generous readers of this website are some of the best people you can find.

What I would ask of a potential sponsor is the following:

- A "prize" worth minimum \$50 that can be raffled off to contest participants
- A link to the sponsor's website and use of their logo

Website Stats

- Miss604.com has been mentioned on national and local radio and television, and featured in 3 local newspapers and publications.
- Miss604.com has over 20,000 unique visitors a month and ranks within the top 35,000 websites on the internet**.

If you are interested in donating a prize for readers of Miss604.com for this special promotion (starting December 1, 2007 and ending December 14th, 2007) please contact Rebecca: Miss604@Miss604.com

How readers can participate

Readers with blogs (for 1 entry into the contest)

- Write a blog post including the following:
 - o "Miss604" and a link to Miss604.com
 - o The sponsor's name and a link to their site
 - o The Vancouver Food Bank's name and link to their site
- Download a button from the Miss604.com sidebar and include it in the blog post.
- Leave a comment with a link to their post on the Miss604.com Anniversary Promotion post to enter the draw for the special prize, donated by the sponsor.

Readers with or without blogs (for 1 entry into the contest)

- Visit the Vancouver Food Bank website and make an online donation.

Readers can enter the contest up to *two* times, once for blogging the promotion and once for donating to the Vancouver Food Bank. Proof of donation and/or link to their entry post must be provided by emailing: Miss604@Miss604.com

*Based on Google searches for the words "Vancouver Blog"

** Per Technorati's rating of over 70,000,000 sites on the internet