



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**DOWNTOWN MONCTON CENTRE-VILLE INC. CELEBRATES VALENTINES
DAY WITH A PHOTO CONTEST CALLED A *DOWNTOWN KISS***

January 31st 2011

Moncton - Downtown Moncton Centre-ville inc. is pleased to announce a Valentines day photography contest. From January 31st to February 11th, people are invited to snap pictures of themselves, their kids, their friends, even their pets enjoying their favorite spot in downtown Moncton and send in their photos.

The goal of this contest is not only to celebrate Valentines day but also encourage people to enjoy themselves during the winter in various downtown locations. «We really want people to enjoy our downtown year round, not only during the busy summer season» says DMCI Executive director Anne Poirier Basque. DMCI, in collaboration with many downtown merchants will offer great prizes to the top three photo entries. «We intend to pamper our winners» says Mrs. Poirier Basque. «We will spoil them with chocolates, wine, flowers, meals at the Triiiiio restaurant as well as a night for two at the Delta Beauséjour hotel» added Mrs. Poirier Basque

Beat the winter blues with ***A DOWNTOWN KISS*** and you could win big! Submit your photos to comms@downtownmoncton.com. Complete contest information, rules and regulations can be found at www.downtownmoncton.com. A committee will pick the three winning entrees and the photos will then be posted on DMCI's website. Have fun and good luck!

For more information:

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