



For immediate release

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Balloonapalooza launches second annual photo contest

Prizes valued at over \$1,100

Windsor, ON — With Balloonapalooza just days away, the Downtown Windsor Business Improvement Association (DWBIA) today announced details of its second annual Picture Balloonapalooza Photo Contest.

Open to all Canadian aged 18+, the Picture Balloonapalooza Photo Contest calls for submission of photographs taken at the festival which will be held in the downtown Windsor, August 25-26, 2012. Digital photographs, saved as jpeg files, are to be submitted electronically to 2012balloonapalooza@gmail.com or submitted as jpeg files burned to disk. The contest features three exciting categories that will test a photographer's creativity: Scenic, People and Humorous.

The winning entrant from each category will receive a dynamic Downtown Windsor Prize Package valued at \$250 that includes concert tickets, a dining gift certificate, hotel accommodation and more! Of the three winning entries, one will be selected as the overall winner and will receive a Downtown Windsor Destination Prize valued at over \$350. For complete rules and regulations, please visit www.balloonapalooza.ca

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For more information:

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