

FOREVER 21



CONTIKI VACATIONS PARTNERS WITH FOREVER 21 ON TRAVEL STYLE COMPETITION

*Fans of specialty fashion retailer asked to define their 'travel style'
For a chance to win Contiki Europe vacation*

Anaheim, Calif. (March xx, 2012) – Contiki Vacations, the worldwide leader in fun travel packages for 18-35 year olds, is teaming up with specialty fashion retailer Forever 21 on an exciting photo competition titled “*What’s Your F21 Travel Style?*” Combining the elements of travel and style, fans can upload a photo of them self in their favorite Forever 21 Spring item(s) to exemplify their travel style to garner the most votes to win a trip on Contiki’s [European Magic](#).

“Being fashionable while traveling can be a challenge for young women working on a tight budget,” said Michelle Murray, Director of Marketing and Sales for Contiki. “By aligning with a brand like Forever 21, we are able to show women they can find great value in traveling with Contiki and still dress to impress without breaking the bank. It’s a win-win.”

The contest begins on March 23, 2012 and ends on April 13, 2012. Two popular fashion bloggers, Kailani, from <http://kailaniskorner.com/>, and Tiek, from <http://www.selectivepotential.com>, will help kick off the contest with Forever 21-themed trend boards that showcase their own travel style and encourage followers and contestants to show off their own personal style. For more information about the contest, visit www.contiki.com/F21TravelStyle.

About Contiki

Contiki has inspired 18 – 35 year olds to travel to the world’s most fantastic destinations for 50 years. The trips are hassle-free and include the perfect mix of sightseeing, culture and free time. Travelers can choose from over 200 itineraries throughout Europe, Russia, Egypt, Asia, Australia, New Zealand, Mexico, Canada, South America, & the USA. For more information, please visit <http://www.Contiki.com>

About Forever 21, Inc.

Forever 21, Inc., headquartered in Los Angeles, California, is a specialty retailer of women’s and men’s clothing and accessories. Known for offering the hottest and most current fashion trends, at a great value to consumers, Forever 21 is a model for fast fashion. This model operates by keeping the store exciting with new merchandise brought in daily. The retailer operates over 495 stores in the United States, with international operations in Canada, United Kingdom, Europe, Japan, Korea, Philippines, Israel, and Hong Kong. For more information please visit: www.forever21.com.

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