



CONTIKI VACATIONS LAUNCHES INTERACTIVE PUZZLE CAMPAIGN, “READY. SET. GO TO EUROPE”

Travelers invited to trade in skill and speed for savings on their next Contiki vacation

Anaheim, Calif. (April 17, 2012) – Contiki Vacations (www.contiki.com), the worldwide leader in fun travel packages for 18-35's, is challenging travelers to put their puzzle-solving skills to the test and win up to \$300 worth of savings in a new campaign called “Ready. Set. Go to Europe.” (www.contiki.com/puzzle).

Players are given 30 seconds to rearrange scrambled images and reveal a complete picture. The faster the puzzle is solved, the more savings the traveler will receive. Savings include \$175, \$250, and \$300 off their Contiki trips. Players who do not complete the puzzle in the allotted time will still receive \$100 off as an incentive for taking the time to play the game.

“This puzzle campaign is a fun, interactive way for our fans to engage with our brand and get one step closer to having an unforgettable adventure in Europe,” said Greg Fischbein, President of Contiki Vacations. “Everyone will walk away with savings that could go towards a trip deposit, an optional excursion, or a new outfit for their vacation – it’s a win for all.”

The campaign launches on Tuesday, April 17, 2012, and will be available for gameplay until Tuesday, May 15, 2012. For more information or to play the game, visit www.contiki.com.

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>

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