

# PRESS RELEASE:



## **Making Big-Time Promotions**

### **Available & Affordable...**

#### **Tour Operator Offers Online Contest and Management System For Small AND Large Businesses**

Moncton NB, December 4, 2007 --- This week, a new, low-cost Internet service was launched that lets small and large businesses run contests for travel items from weekends for 2 to 7 day Caribbean Cruises on their Web sites as a way to attract visitors and thank them for providing valuable marketing information to them.

The service is owned and developed by The Great Canadian Comedy Tour Company ([youwillhavefun.com](http://youwillhavefun.com)) and helps users design and operate these promotions without having to manage the entries both mail-in and online or do the legal legwork needed to operate the contests.

A promotion for the "Laughter is the Best Medicine" Comedy cruise is using the new service. Its first client is the Muscular Dystrophy Association of Canada for their national walkathon. Big companies often use giveaways to woo consumers, and research shows such programs make Web sites "sticky". The stickiness of a web site means visitors are more likely to make repeat visits and spend more time looking around the website. However, most small and medium sized businesses don't have the finances or resources to offer such promotions.

The program, developed by The Great Canadian Comedy Tour Company, was a solution to their own marketing needs. After it was built and up and running, they have now developed a version for everyone's need. There are many ways to finance the system from a sponsorship model to a pay-per-action advertising method.

Unlike the traditional pay-per-click model, small firms using the system may not pay a dime until a visitor clicks on the promotion. After agreeing to the privacy statement protecting their personal privacy and providing identifying details or answers to products or service specific questions, the business can then use this info in their marketing and research efforts.

"We're trying to democratize the promotions business," says President Tony Hebert, "this service is a great equalizer for small business being able to compete and play in the same sandbox as the national players. The fact that we are also a travel company that would be the provider of the travel is another incentive for us to make the system available."

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