

WIN A MAGNIFICENT ILLINOIS GETAWAY

Contest Sponsored by *Midwest Living*® and Illinois Office of Tourism

To enter and for contest rules and details, visit <http://magnificentgiveaway.com> or www.facebook.com/Enjoyillinois

DES MOINES, IOWA (May 2011) –*Midwest Living*® magazine is partnering with the Illinois Department of Commerce and Economic Opportunity, Office of Tourism to sponsor the Magnificent Getaways Giveaway contest. Travelers can win an ultimate Chicago trip and other getaways to top Illinois destinations simply by sharing and promoting their Illinois travel experiences on Facebook.

A panel of judges will select the grand prizewinner from the top 10 highest vote-getters on Facebook. The winner will receive a once-in-a-lifetime getaway to Chicago for up to four people, including highlights such as a stay in a posh Trump Tower suite, a \$500 Water Tower Place gift card and a one-of-a-kind dinner on The Ledge at Skydeck Chicago. Highlights of the second prize Springfield trip include passes to iconic Lincoln sites, VIP tours and a dinner with actors who bring the Lincolns to life. The third prizewinner receives a stay at Lake County's popular KeyLime Cove Water Park and Resort in Gurnee, tickets to Six Flags Great America and Hurricane Harbor, and a \$200 gift card from Gurnee Mills mall.

“The quality of prizes sets this contest apart and makes it an exceptional opportunity,” said Barbara Morrow, deputy editor of *Midwest Living's* custom media. “Chicago stacks up as a top destination for travelers from all over the world. For people looking for great close-to-home getaways, Illinois is the heart of our region. We hope the contest will provide lots of ideas and inspiration.”

“We are delighted to be partnering with *Midwest Living* to offer consumers a chance to share their magnificent Illinois experiences with our Facebook community,” said Illinois State Travel Director Jan Kostner. “Prizewinners will receive rare glimpses into some of Illinois' top tourism attractions—many that are not available to the public. I encourage all to enter this exciting contest and enjoy Illinois!”

To enter, travelers upload photos (up to eight) and/or the story of their most magnificent getaway (100 words or less) anywhere in Illinois. Participants are encouraged to be creative and then promote their entries through their Facebook friends.

Contest Details

Only persons residing in United States who are at least 18 years of age can enter. Entry materials submitted must be your own. Entries will be accepted April 26 through July 9. Voting will take place July 9 through July 31. To enter and for contest rules and details, visit <http://magnificentgiveaway.com> or www.facebook.com/Enjoyillinois.

About *Midwest Living*

Midwest Living magazine (www.midwestliving.com), published by Meredith Corporation (NYSE: MDP), is a national media brand that explores and celebrates the Midwest. Founded in 1987, *Midwest Living* is dedicated to providing a wealth of information and inspiration across multiple platforms, including travel and events, food and dining, and home and garden. *Midwest Living* magazine, which reaches over 4 million readers, is published bimonthly and has a rate base of 950,000.

About the Illinois Office of Tourism

The Illinois Department of Commerce and Economic Opportunity, Office of Tourism (www.enjoyillinois.com) manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

Midwest Living editors love to explore the region and are always happy to share insights about destinations and discoveries as well as advice for travelers.

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