

news release

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ELBOW BEACH BERMUDA LAUNCHES INSTAGRAM SELFIE CONTEST

Grand-Prize Winner of Most Creative Selfie to Receive Two-Night Stay

PAGET, Bermuda, (December 1, 2014) – Elbow Beach Bermuda today announces its Selfie Contest, encouraging guests and locals to snap a selfie at the resort for a chance to win prizes. The South Shore resort launched the contest on Instagram, with more than \$1,000 in total prizes to be awarded to the three most creative selfies.

The contest begins on December 1 and will run for the month of December with winners to be announced on the resort's Instagram page on January 5, 2015. The contest also will be cross-promoted on the resort's pages on social media platforms including Twitter and Facebook.

Rehanna Palumbo, Director of Sales and Marketing, Elbow Beach Bermuda, says: "Selfies are a popular way for people to share experiences, so we thought a selfie contest would be a fun way for us to interact with guests and locals at the same time. The contest is open to any of our Instagram followers and we encourage them to submit a creative selfie taken anywhere on our property, whether it's on the beach, in the spa, in one of our beautiful rooms or even on the tennis court. We look forward to seeing the exciting photos of people enjoying Elbow Beach."

To enter Elbow Beach's selfie contest, entrants must follow @elbowbeach on Instagram, take a selfie anywhere on the resort's property and post the selfie on Instagram with the hashtag #elbowselfie and tag @elbowbeach. Selfies past and present will be accepted.

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There will be three prizes awarded for most creative selfies: Grand prize – two night stay for two at the resort with breakfast, second prize – 80-minute treatment at The Spa and third prize - \$150 gift certificate at the resort's Sea Breeze Lounge.

One entry per person will be counted, private pages are not allowed to enter and all entrants must follow Elbow Beach on Instagram in order to be eligible. Winners will be announced on January 5, 2015.

The hotel is also offering a selfie package that will include luxury ocean view accommodations for three nights with breakfast, a three-hour tour of the island, a list of best locations to take a selfie in Bermuda and a welcome amenity. Rates start at \$575 per night and the package is available from December 1.

For more information on the selfie contest, email mikaela@troncossi.bm or call 441-292-5838.

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