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FOR IMMEDIATE RELEASE

BOB® and IRONMAN® Team Up For “Escape to Hawai’i Sweepstakes”
Facebook Entrants Contend for Trip for Two to Kona, HI, plus Cash & Prizes Totaling more than \$8,700

CHARLOTTE, NC (July 3, 2012) – **BOB**, top manufacturer of strollers for the active family, recently announced its [“Escape to Hawai’i Sweepstakes”](#) Facebook contest* offering a grand prize with an estimated value of more than \$8,700. Interested participants can enter by visiting www.Facebook.com/BOB.Strollers and select the Sweepstakes tab for instructions on entering.

Until the end of July, contest participants can enter to win airfare to, and hotel accommodations in Kailua Kona, Hawaii from October 8 - 15, 2012, just in time to watch the IRONMAN World



Championship on October 13, 2012. Additionally, the sweepstakes winner will receive two Ironman World Championships VIP passes; a \$2,000 VISA gift card; a BOB stroller prize package including a BOB IRONMAN** single stroller and accessories; and two IRONMAN prize packages. Five runners-up will also receive the IRONMAN prize package (estimated value: \$250).

The sweepstakes, which is hosted at the BOB Facebook page (www.facebook.com/BOB.Strollers), ends July 31, 2012.

“We are thrilled to kick off this exciting sweepstakes with IRONMAN,” says Britax Child Safety, Inc. Marketing Manager Melissa Gambrill. “BOB strollers are designed to help families go everywhere life moves them, and in addition to rewarding several lucky parents, we hope this contest inspires active parents everywhere to use their BOB strollers to help them ‘escape’ and reach their fitness goals, whether that means taking a jog around the neighborhood, vacationing in Hawaii, or training for an IRONMAN race.”

The [BOB Ironman](#) stroller* (MSRP: \$409) included in the grand prize, is the official stroller of the Ironman Triathlon. BOB’s lightest sport utility stroller (21 lbs), it offers high-quality slick tires that



minimize rolling resistance, and stiffer suspension to maximize maneuverability and response. The BOB Prize Package also includes several stroller accessories, including the Infant Car Seat Adapter (MSRP: \$55), Snack Tray (MSRP: \$30), Handlebar Console (MSRP: \$25), Weather Shield (MSRP: \$55), and Travel Bag (MSRP: \$109), for a total estimated BOB Prize Package of \$683.

For more information about the Sweepstakes, visit www.Facebook.com/BOB.Strollers. Look for BOB strollers and accessories in baby stores and sporting goods stores nationwide. For more information, visit the website at www.bobgear.com.

Editorial media interested in additional information or images can contact Stephanie Musso at On the Horizon Communications: (805) 773-1000; Stephanie@thepressroom.com.

**See official Sweepstakes rules and regulations at*

http://www.facebook.com/BOB.Strollers#!/BOB.Strollers/app_254626887979978.

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