



July 2005

**MAJOR NATIONAL PROMOTION MONTH  
FOR FROZEN AND REFRIGERATED FOODS**

**Whether you're chilling out or playing it cool  
WINNING IS EASY THIS WINTER  
THANKS TO COLES MYER**

It's raining prizes this winter at Coles and Bi-Lo, so keep your cool and you could be one of the lucky winners in not one but TWO major 31 day national promotions in July for frozen and refrigerated foods. Two separate supermarket brands, two separate promotions, two separate prizes pools, two separate chances to Win Win Win.

For 31 days straight, you can WIN dazzling daily prizes and enter two mega mighty final prize draws, all thanks to Coles and Bi-Lo!

At Coles look out for the **Chill Out 'n' Win Campaign**. Coles Chill Out 'n' Win daily prize draws give you 31 chances to win 100,000 Flybuys points and 31 chances to win a \$500 Coles Gift Card, that's a total of over 3 million Flybuys, and over \$15,000 in Gift Cards. WOW! And this year, all entrants over the 31 days go into the draw to win a \$20,000 Ice Diamond Ring from the Australian Diamond Company. As the engaging romance specialists, this 1-carat emerald cut solitaire from Australian Diamond Company will prove diamonds really are everyone's best friend.

While at Bi-Lo, daily prize draws for the **Cool Winter Winners Campaign** also give you the chance to win 100,000 Flybuys points plus a Sony Entertainment package each day for 31 days. And just when you thought that was all, Bi-Lo entrants go into the draw to win an unforgettable holiday for four to Queensland, including return airfares, a 7 night stay at family friendly resort Paradise Island and entry for all into SeaWorld, MovieWorld and Wet 'n' Wild. The perfect winter escape!

**MEDIA RELEASE**

Held in conjunction with the **Frozen Food Information Bureau**, these two exciting competitions are the perfect excuse to get busy in the kitchen, treating your friends and family to wonderful recipes using your favourite frozen and refrigerated foods. Remember, the more recipes you enjoy, the more chances you have of win, win, winning at Coles & Bi-Lo.

With over thirty of Australia's premier food manufacturers supporting both campaigns and over 800 frozen and refrigerated products participating, this is going to be HUGE.

Consumer sweepstakes for both Coles & Bi-Lo promotions begin on July 1, 2005 and end on July 31, 2005, with online entries to be made through the link at [www.coles.com.au](http://www.coles.com.au) , or online at [www.frozenfoodinfo.com.au](http://www.frozenfoodinfo.com.au) . Shoppers can also enter via telephone and mail.

So warm up this winter and run into Bi-Lo to be a Cool Winter Winner or rush out to Coles and Chill Out 'n' Win. Terms and conditions available online at [www.frozenfoodinfo.com.au](http://www.frozenfoodinfo.com.au)

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Digital images available upon request.

For further information, please contact:

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