



ROCKY MOUNTAINEER

Rocky Mountaineer launches the “Who Would You Bring?” Facebook contest

Fans can enter for a chance to win a vacation valued at \$8500 CAD from now until November 18, 2011

VANCOUVER, BRITISH COLUMBIA, CANADA (October 20, 2011) – Rocky Mountaineer is excited to announce the launch of its [“Who Would You Bring?” contest on Facebook](#). Fans are encouraged to submit a photo and caption for a chance to win a six night/seven day Canadian Rockies Highlights vacation for two in GoldLeaf Service, valued at over \$8500 CAD! Entries can be wacky, funny, sentimental or anything in between. Contestants can enter until November 1 at which time five will be short-listed. Voting by the Facebook community will determine the winner on November 18.

“Our fans enjoy sharing stories, photos and comments on our Facebook page and other Social Media channels and we wanted to create a competition with some creativity, humour and feeling,” says Hubert Wat, Vice President, Global Marketing of Rocky Mountaineer. “We are looking forward to seeing the entries and interacting with our guests in a fun and social way.”

The winner of the “Who Would you Bring?” contest will win a trip for two on Rocky Mountaineer’s *Canadian Rockies Highlights vacation*, a six night/seven day package, which includes a two day, all daylight rail journey onboard the Rocky Mountaineer between Vancouver, BC and Banff, Alberta. Guests will enjoy delicious gourmet cuisine in GoldLeaf Service and enjoy stunning views of British Columbia and into the Canadian Rocky Mountains from luxurious glass-domed coaches. The package also offers two nights accommodations in Vancouver and two nights at iconic Canadian Rockies properties in Banff and Lake Louise. Several day trip adventures, such as a Glacier Helicopter tour in Banff National Park, Summit Helicopter Flightseeing as well as a Columbia Icefield Excursion round off this trip of a lifetime. The tour ends with an overnight stay in Calgary, Alberta.

For more information on the “Who Would You Bring?” contest, “like” Rocky Mountaineer on [Facebook](#). You may also visit [rockymountaineer.com](#) or contact your local travel professional to learn more about Rocky Mountaineer’s product offerings.

About Rocky Mountaineer

Rocky Mountaineer offers 45 unique Canadian vacation packages and four distinctive rail routes, rich in history and natural wonders, through British Columbia and Alberta. This world renowned, luxurious train travels by daylight through the wild beauty of Canada’s West and is the best way to experience the majestic Canadian Rockies, a UNESCO World Heritage site. Over the past 21 years, Rocky Mountaineer has grown to become the largest privately owned passenger rail service in North America and has welcomed more than one million guests onboard from around the world. In 2010, Rocky

Mountaineer received its fifth World Travel Award as, “World’s Leading Travel Experience by Train” and was acknowledged for the first time in the category of “World’s Leading Luxury Travel Product of the Year.” Rocky Mountaineer has also been recognized by National Geographic as one of the “World’s Greatest Trips” and by the Society of American Travel Writers as, “The Best Train Experience in the World.”

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