

**MEDIA CONTACT:**  
Chloe Gallo  
5W Public Relations  
212.584.4315  
[cgallo@5wpr.com](mailto:cgallo@5wpr.com)



## **CheapOair Launches “Jungle to Jungle” Facebook Photo Contest**

*In Addition To Giving Away Trips To Costa Rica, CheapOair Also Unveils Its New Facebook Presence*

**New York, NY – December 7, 2011** –CheapOair is thrilled to announce its new, interactive Facebook presence, powered by Buddy Media. Fans of [The O Zone](#) have access to exclusive discounts, flight deals, prize giveaways and contests, starting with the chance to win trips to Costa Rica through their “Jungle to Jungle” photo contest, which debuts on the tab this coming Monday, December 12, 2011.

O Zone fans can also share vacation photos, participate in travel personality quizzes and polls, stay in touch with [CheapOair on Twitter](#) and the [CheapOair Blog](#), have a direct line to customer service, and can also book flights right from Facebook!

Like CheapOair.com, The O Zone is designed to take the hassle out of travel by offering fans one centralized place to stay connected with CheapOair in all ways.

CheapOair is kicking off the launch of its new Facebook experience with a “Jungle to Jungle” contest, where fans are encouraged to submit their best city photo, and invite their friends to join in, for a chance to escape their ‘urban jungle’ in favor of Costa Rica’s jungle paradise.

Between December 12 and December 18, 2011, participants simply:

- 1) “Like” [CheapOair on Facebook](#) and fill out the quick entry form;
- 2) Submit their best city photo via the CheapOair Facebook page (photos that capture the essence of their city: a graffiti wall, landmark building or neighborhood, the unique residents, a favorite local food..anything that depicts the city in which they live)
- 3) Invite friends to join the contest

Two prizes will be awarded:

**Photo Prize:** Photo entries received by December 18<sup>th</sup> will be narrowed down to eight finalists, based on quality of the photo, inventiveness and novelty of the urban jungle setting captured. Public voting to select the best photo will take place December 19<sup>th</sup> and 20<sup>th</sup>. The winner of the Photo Prize will receive airline tickets for two to Costa Rica and a 4-night stay with breakfast and a spa treatment at The Costa RicaMarriott.

**Social Prize:** The Social Prize will go to the fan who has the most friends enter the contest by December

18th. A 3-night hotel stay at the Residence Inn San Jose Escazu in Costa Rica along with a CheapOair gift certificate of \$250 will be awarded to the most social CheapOair fan.

Prize winners will be announced on the CheapOair Facebook wall on December 21, 2011.

Please visit the Terms & Conditions on Facebook for eligibility and details on contest rules.

#### **About CheapOair**

As a leading supplier of [cheap airfares](#), [hotels](#), [car rentals](#) and [vacation packages](#), CheapOair offers value and convenience to savvy shoppers looking for affordable, one-stop travel solutions. Their portfolio of products includes car rentals that start at just \$10 a day, over 100 million airfares on 400 global airlines, 100,000 negotiated hotels and vacation packages, and the lowest guaranteed airfares. CheapOair is now available anywhere via the CheapOair Mobile App for [Android](#) and [iPhone](#), and the [CheapOair mobile](#) site. For more information, please visit [www.cheapoair.com](http://www.cheapoair.com) or call 888-516-4914.

#### **About Buddy Media**

Buddy Media is the social enterprise software of choice for eight of the world's top ten global advertisers, empowering them to build and maintain relationships with their consumers in a connections-based world. The Buddy Media social marketing suite helps brands build powerful connections globally with its scalable, secure architecture and data-driven customer insights from initial point of contact through point of purchase. Buddy Media is the most award winning social enterprise software company, winning the prestigious TechCrunch "Crunchie" Award for Best Enterprise application, named to the Advertising Age 2011 "Digital A-list," and CEO and Founder Michael Lazerow was selected as 2011 New York Entrepreneur of the Year® by Ernst and Young. For more information, visit <http://www.buddymedia.com>.

###