



Canon charters Boeing 737 jet for its grandest ever Christmas campaign

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New \$1.3 million retail campaign set to take sales and adventure to another level!

Sydney, 14 October 2010 Aimed at spurring consumer demand for holiday shopping, Canon today announced its grandest retail Christmas campaign in Australia with a massive prize pool valued at up to \$1.3 million.

The promotion offers Australian shoppers the chance to win a once-in-a-lifetime adventure holiday packed with breathtaking experiences. Canon has chartered an entire Boeing 737 jet for the journey. That means not one, but 52 lucky winners along with their friend will have the chance to win the major prize.

Canon will also give away \$680,000 in cash prizes with \$500 drawn every 30 minutes between 9am and 5pm (AEDST) until 5 January 2011. By the time the promotion ends in January 1,360 people will have won cash with Canon.*

In the run-up to Christmas every year, Canon works with retailers to design unique and engaging programs that offer consumers the chance to enjoy the shopping season with exciting prizes. Each year our promotion gets bigger, however this campaign far exceeds all others with a larger prize pool, more winners and a four-day adventure holiday like no other, says Darren Ryan, General Manager of Consumer Marketing.

Over four days, winners will experience Australias natural wonders through a range of exclusive activities showing a side of Australia few ever get to see. Diving into the rich colour of the Great Barrier Reef; floating over spectacular rainforest and witnessing the changing colour of Uluru in the heart of the Outback. Along the way, awe-inspiring surprises and celebrity guests will bring theatre and magic to Australias natural beauty for an out-of-this-world adventure.

Canons distinctive approach is designed to excite shoppers and give retailers a boost in the lead up to Christmas, typically the single largest quarter for retailers, added Ryan. By including all of Canons hero brands in the promotion, we expect the campaign to create broad excitement and contribute to a strong close to 2010 for Canon and our retail partners.

Participating Canon products include all IXUS, PowerShot, LEGRIA and EOS cameras and lenses; PIXMA, LaserShot and Selphy printers; and all Canon Binocular models, along with select Canon Faxes and Scanners.

Entry is now open to shoppers who purchase eligible Canon products from authorised Canon retailers, and enter via SMS or online at www.canon.com.au/canonjet. The promotion runs through to 5 January 2011.

Canons privately chartered jet will depart from Sydney on 29 March 2011. The prize includes return airfares from the winners nearest capital city.

For more information visit [Jet with Canon promotion](#).

*Cash prize draws conducted every 30 minutes on each day of the promotional period include Australian and New Zealand entrants. There will be a total of 1,360 cash prizes of \$500 each awarded, randomly drawn from Australian and New Zealand eligible entrants.