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FOR IMMEDIATE RELEASE

Visit Pasadena Sweepstakes Now Open Through January 31 for a Chance to Win Trip for Two to Pasadena to Attend 2010 Tournament of Roses Parade® and Rose Bowl Game®

Pasadena, Calif., (January 16, 2009) – The Pasadena Convention & Visitors Bureau's (CVB) Visit Pasadena Sweepstakes is open through January 31, 2009 for a chance to win a trip for two to Pasadena and attend the 2010 Tournament of Roses Parade and Rose Bowl Game. The Visit Pasadena Sweepstakes was launched on December 29 to celebrate the 2009 120th Tournament of Roses Parade. Participants may enter now to win one of 120 prizes at visitpasadena.com.

The grand prize winner package includes a three-night, club level hotel stay at the five-diamond Langham, Huntington Hotel & Spa; two tickets to the Official Tournament of Roses VIP Tailgate Luncheon before the Rose Bowl Game; lunch at the Athenaeum, California Institute of Technology's (Caltech) prestigious private dining club and dine with a Nobel Laureate; and a private tour of Caltech's Seismological Laboratory to learn how scientists gather information, study earthquakes, and use this information to understand the planet. They will also receive two Pasadena CVB's artpass Grand Pasadena tickets allowing them to enjoy the Huntington Library, Art Collections and Botanical Gardens, Norton Simon Museum, The Gamble House, Pasadena Museum of History & Fenyes Mansion, Pasadena Museum of California Art, and Pacific Asia Museum.

The other 120 prizes include:

- Five first prize getaways that includes trip for two to Pasadena, a two night weekend stay at the Hilton Pasadena, and visit several museums and estate homes with artpass - Grand Pasadena
- 25 second prize gifts (gift bag featuring Pasadena items)
- 89 third prizes (Tournament of Roses commemorative item.)

For complete rules and regulations, please visit the Pasadena CVB website at visitpasadena.com. The Pasadena CVB is a non-profit organization dedicated to promoting Pasadena as a desirable meeting, convention, and leisure travel destination. For more information contact the Pasadena Convention & Visitors Bureau at 800.307.7977 or go to visitpasadena.com.

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