

YOU'RE INVITED!
GRAND OPENING OF LIBERTY TRAVEL'S EAST 8TH STREET STORE
MAY 11, 2010

Join us for the grand opening at our newest store location:

The East 8th Street Store
55 East 8th Street
New York, NY 10003

As a member of the press, Liberty Travel is pleased to invite you to a ribbon cutting at the official grand opening of our brand new East 8th Street Store in New York City's Greenwich Village.

The ribbon cutting will take place on May 11, 2010 at 11:00am.

As part of the ceremony, we will be presenting the winners of Liberty Travel's \$10,000 Dream Vacation Giveaway with a giant-sized \$10,000 Liberty Travel gift card.

Launched in early 2010, Liberty Travel's \$10,000 Dream Vacation Giveaway was a search for someone in America who was long overdue for a vacation. Entrants were asked to submit a letter explaining why they deserved the prize. After a total of 4,000 entries were submitted, the list was narrowed to three finalists. The winners were chosen by a public vote in March.

The contest winners are Cheryl and Eddie Lugo, a couple from Tom's River, New Jersey who will be using the prize to take their first vacation together in 25 years of marriage. For Cheryl and Eddie, winning this contest is the very definition of a dream come true.

Cheryl and Eddie were nominated for the prize by their daughter Lauren, as a thank you for the personal sacrifices they had done for their family. A copy of Lauren's nomination is included below.

Interviews with Cheryl and Eddie are available on May 11. Please contact Jameson Kowalczyk at 201-934-3823 or kowalczykj@libertytravel.com to schedule an interview time, or to request more information.

The day's events also include giveaways of a 3-night stay at Sandals, a vacation in Greece with Contiki and an Apple iPad. All members of the press are eligible and invited to enter to win these prizes.

ENDS
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