

FOR IMMEDIATE RELEASE:
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CONTACT: David Feld
Digital Marketing Manager
Dunham's Sports
(248) 674-4991

DUNHAM'S SPORTS LAUNCHES 'PICK YOUR OWN ADVENTURE' SWEEPSTAKES!

Waterford, MI - Dunham's Sports, one of the nations largest retail sporting goods chains, is launching its newest and biggest sweepstakes to date: *'Pick Your Own Adventure'*.

While launching the sweepstakes, Dunham's Sports Digital Marketing Manager, David Feld said, "We are excited to offer this unique sweepstakes to our loyal customers, and can't wait to reward the winner with the prize of a lifetime. Our goal for this sweepstakes is to offer six awesome prize options, so whoever the lucky winner is, it will be a memorable adventure for them".

The *'Pick Your Own Adventure'* sweepstakes runs May 1, 2013 to July 31, 2013. One entrant, selected at random from all eligible participants, will win his/her choice of one of six great prize offerings listed below. Signing up for the sweepstakes is free and easy, and can be done at <http://www.dunhamsadventure.com>. You can enter once a day during the sweepstakes period, and additional entrants are rewarded by sharing the sweepstakes with friends and family.

- a. White Water Rafting Trip: Round trip air transportation for two to Phoenix, AZ; three nights accommodations at the Hilton Resort and Spa Sedona; a \$350 allowance for full-size rental car for length of stay; daily breakfast at the hotel; a full day of white water rafting with Great Venture Tours for two
- b. Hunting Trip: Round trip air transportation for two to Nashville, TN; three nights accommodations at the Wilderness Hunting Lodge (includes all meals, guides, field dressing, dogs, licensing and game cleaning); Winner has choice of Black Antelope, Fallow Deer or Sika Deer hunting
- c. Trip To Disneyland: Round trip air transportation for two to Anaheim, CA; four nights accommodations at a hotel; a \$300 allowance for full-size rental car for length of stay; five day Park Hopper Souvenir tickets for two; Minnie's four day dine in meal plan for two people; \$500 spending money (in the form of a Visa gift card)
- d. Deep Sea Fishing: Round trip air transportation for two to Pensacola, Florida; four nights accommodations at the Sandestin Golf and Beach Resort; a \$350 allowance for full-size rental car for length of stay; a five hour chartered deep sea fishing experience for two; \$1,000 for spending money, meals, and activities
- e. Golf Trip: Round trip air transportation for two to Raleigh-Durham, NC; three nights accommodations at a hotel; a \$350 allowance for full-size rental car for length of stay; dinner on day of arrival and breakfast the day of departure; four rounds of golf at Pinehurst (one round per day) for two, including cart, club storage, and one sleeve of Titleist golf balls; \$500 spending money
- f. Ski Trip: Round trip air transportation for two to Salt Lake City, UT; four nights accommodations at the Marriott Park City Hotel; a \$350 allowance for full-size rental car for length of stay; two three day lift tickets to Deer Valley, Park City or Canyons Ski Resorts; \$500 spending money for meals and ski rental equipment

Winner will select his/her one choice from the above prizes (a-f). <http://www.dunhamsadventure.com>

Sweepstakes Rules: Dunham's 'Pick Your Own Adventure' Sweepstakes is open to legal residents of the fifty United States and the District of Columbia (excluding Florida and New York) who are at least eighteen years old at the time of entry. The sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to the Official Rules. The sweepstakes begins on May 1, 2013 at 12:00 a.m. Eastern Standard Time ("EST") and ends on July 31, 2013 at 11:59 p.m. EST.