

ENTER TO WIN \$5000

when you
PLAY the

POPEYES
CRAWFISH GIVEAWAY



Purchase any
COMBO MEAL

OR LARGE Coca-Cola BEVERAGE & get
a scratch card* for a chance to **WIN!** • While supplies last. 

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Void where prohibited by law. Game begins 11/8/2010 and game pieces available with the purchase of a 32 oz. beverage at a participating Popeyes until 12/24/2010, or while supplies last. Open to residents of CA, MD, NY and PA, 18 and older as of 11/8/10. Void where prohibited by law. For details, see Official Rules posted in participating restaurants. Sponsored by: The Coca-Cola Company and Popeyes Chicken & Biscuits.

Additional Prizes



**BLU-RAY PLAYER
OR 42" LCD TV**



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Available at participating locations. Some restrictions apply. ©2010 WFC Catering, Inc.

To promote their Crawfish Festival Tackle Box program, **Coca-Cola** and **Popeyes** joined forces to create a contest/giveaway. I was contacted to develop a list of names and slogans that would be used to promote it. They requested a nautical or fishing theme and these are a small selection of my suggestions:

- Sink a line, Christmas is paid for
- Grab a tackle box and reel in some gifts
- Reel in the season with a tackle box full of cash
- Get off the hook for the holidays
- Sink a hook into savings
- Catch a holiday spending spree
- Bait your hook with holiday cash
- Hook a Happy Holiday
- Land a spending spree this season
- Angle for more presents this year
- Angle for a debt free holiday
- Try to catch the holiday spirit
- Reel in some treasure to put under your tree
- Make out like a pirate this Christmas
- Get off the hook for your holiday debt