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For immediate release

## **Want to get out of the cold? First you have to get in it.** *CAA Travel giving away a trip to Cuba*

Winnipeg, MB – Dipping your toes in the snow could get you on a plane to the sunny beaches of Cuba in CAA Travel’s new Facebook contest, Snow for Sand.

As the mercury continues to fall, CAA Travel is asking Manitobans to take a picture or video of themselves doing something wacky or creative while barefoot in the snow and upload it to the [CAA Travel Facebook page](#). The top 5 entries with the most votes will move on to the next round where a panel of judges will decide whose toes will swap snow for sand.

“Though we had a mild start to winter, as you can see, things change pretty quickly,” says Mel Carter, Corporate Manager of CAA Travel. “After last year, no one wants to be left behind in the cold.”

In a recent CAA Manitoba survey, 54 per cent of Members said they plan to go on a personal vacation before April and 70 per cent of those travelers are headed towards the sun.

“Not surprisingly, almost half of those surveys also said they go on at least one warm holiday each winter,” adds Carter. “There are a lot of great options direct from Winnipeg no matter your budget.”

CAA Travel’s Snow for Sand contest runs until January 28 on [facebook.com/caatravel](http://facebook.com/caatravel). Though the wackier and more creative the better, please keep safety in mind while outside in the cold.

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