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For immediate release

Manitobans willing to do pretty much anything for a free trip to the sun

CAA Travel's Snow for Sand contest sees hilarious entries

Winnipeg, MB – In the first two weeks of CAA Travel's Snow for Sand contest, Manitobans have proved they will do pretty much anything to escape the cold, even if it means jumping barefoot in the snow.

From hauling wood in a bikini, running barefoot with a tutu to swimming in snow with a snorkel and flippers, some Manitobans have shown just how desperate they are to escape winter.

"Even though the last week or two have been mild as far as winter goes, it's still not a beach with sun," says Mel Carter, Corporate Manager of Travel for CAA Travel. "Nothing beats a trip down south."

CAA Travel's Snow for Sand contest launched on Facebook January 5 and calls on 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](#). On January 28, 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.

Over 7,100 people have already visited the Snow for Sand page to view the nineteen entries and vote for them. One vote is permitted per Facebook user per day.

In a recent CAA Manitoba survey, over half of Members said they plan to go on a vacation before winter's end, and 70 per cent of those travelers are flocking towards the sun.

"Almost half of our Members said they go on at least one warm holiday each year," adds Carter. "With some great last-minute deals, it's never too late to decide to jet away to the sun."

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