

# EVEREST PROMOTION

**WIN**  
**A CHANCE**  
**TO SUMMIT**  
**EVEREST**



**MILLET**



**MOUNTAIN BY EXPERIENCE**



# EVEREST PROMOTION

## WIN A CHANCE TO SUMMIT EVEREST



From Autumn/Winter 2008 and for the next four seasons we will be running a competition for consumers and our trade customers. The ultimate winner will get a chance to summit Everest in 2010 funded by Millet and guided by Adventure Peaks ([www.adventurepeaks.com](http://www.adventurepeaks.com)).

There will be a seasonal prize draw at the end of each winter and summer season, from winter 2008 to summer 2010, where one consumer and a member of shop staff will win either the chance to summit Mont Blanc or trek to Everest base camp. The winners of these seasonal prizes will then be put forward into the final draw on the 1st October 2010 for a chance to win the ultimate prize of summiting Everest funded by Millet.

#### How will it work?

Any consumer who purchases a Millet product during the competition period will be entitled to enter the competition. They will be required to register their purchase on-line, with details such as, where they made their purchase and which member of shop staff helped them.

The more Millet product a consumer buys the better chance they and the shop staff have of winning. Individual purchases totalling up to £100 will be entered into the draw once, purchases of up to £200 twice and those of £300 or over, three times.

At the end of every season a draw will be held. The winning consumer and trade customer will win an opportunity to either go to Everest Base Camp or summit Mont Blanc depending on their technical ability.

In the winter of 2010 a final draw will be made from the pool of prize winners who meet the required technical competence. The winner will get an opportunity to summit Everest, guided by Adventure Peaks, later in the year.

The Competition will be divided into 4 season periods:

**SEASON 1** 1st September 2008 to 28th February 2009  
**Prize Draw 1st March 2009**

**SEASON 2** 1st March 2009 to 31st August 2009  
**Prize Draw 1st September 2009**

**SEASON 3** 1st September 2009 to 28th February 2010  
**Prize Draw 1st March 2010**

**SEASON 4** 1st March 2010 to 31st August 2010  
**Prize Draw 1st September 2010**

**1st October 2010 DRAW FOR ULTIMATE PRIZE ATTEMPT ON EVEREST**

#### Conditions

Only those entrants with the necessary technical experience will be offered the opportunity to summit either Mont Blanc or Everest. Adventure Peaks and Millet fully reserve the right to judge whether winners are technically competent or not.

#### What's included in the prize

The cost of the flight, accommodation, apparel and guide will be funded by Millet.

#### Advertising

All Millet advertising over the next five seasons will be targeted at the competition. We will place regular adverts in the most popular consumer magazines such as Trail promoting the competition.

Stockists will be provided with point of sale promoting the competition.

#### Prizes

In some unforeseen circumstance that a prize is no longer available, winners will always be offered an alternative prize of a similar value. Winners may swap their prize for one of a similar value with Adventure Peaks approval.

#### COMPETITION CONTACTS:

**Emma Covington-Cross**, Marketing Officer.  
**Andy Williams**, UK Sales Manager.

LLC Ltd, Bear House, Concorde Way  
Fareham, Hants PO15 5RL  
Tel: 01489 557600 Fax: 01489 557705

**MILLET**



**MOUNTAIN BY EXPERIENCE**