

January 23, 2012

Queensland Shines With "Twilight Saga" Sweepstakes in U.S. Promotional Blitz

Only a lucky 40 "Twilight Saga" fans will be rewarded with a trip to the natural wonder of the world destination Queensland, Australia as part of a Tourism Queensland promotion coinciding with The Twilight Saga: Breaking Dawn - Part I DVD and Blu-ray release February 11.

Tourism Queensland has recently partnered with Summit Entertainment on two "Twilight Saga" sweepstakes at U.S. retail giants Target and Walmart where fans can enter for a chance to win a trip to [Cairns and the Great Barrier Reef](#).

"In November, Tropical North Queensland will experience its own twilight phenomenon as it will be the premiere place on the planet to experience a rare full solar eclipse," said Shana Pereira, International Director for Tourism Queensland. "In light of this, we thought the opportunity to promote a unique Queensland experience to millions of American Twilight Saga fans was ideal and exciting for all."

The sweepstakes will be featured on more than one million copies of the DVD and Blu-ray packages in Target stores across the nation as Walmart.com will tout the promotion online to coincide with the film's availability. In total, 40 lucky entrants will win an exclusive trip for two to Queensland including airfare, seven nights' accommodation and touring adventures, including an opportunity to visit and experience the eclipse if they choose.

Participants can enter for the chance to win the grand Queensland prize among various other prizes at:

<https://isleemesweeps.brandmovers.net/> for the Target sweepstakes, and

<https://breakingdawnpremiere.brandmovers.net/>

for the Walmart.com sweepstakes. While on either site, "Twilight Saga" fans can visit

www.destinationqueensland.com/eclipse to explore travel opportunities in Queensland as well as information regarding

the upcoming total solar eclipse. The Twilight Saga sweepstakes is live now and runs until March 5, 2012 in [Target stores](#)

and until February 18, 2012 on Walmart.com. The winning 40 entrants will be announced in March. The sweepstakes is open to U.S. residents, ages 18 and older; visit the sweepstakes websites for further information on rules and regulations.

"We are excited to share the many adventures and sights that Americans can experience in Queensland as part of this promotion," said Steve McRoberts, acting CEO for Tourism Queensland. "Win or lose, we are thrilled to have an opportunity to introduce Queensland, and the various experiences available to the entrants as part of our larger tourism campaign."

As Queensland will be the ultimate destination to view the eclipse, the Australian state has generated a lot of interest globally, including sold-out hotels throughout Cairns, Palm Cove and Port Douglas a year in advance.

Additionally, Australia travel experts, [Down Under Answers](#) offering a package titled "Naturally Stunning Cairns" which mirrors that of the "Twilight Saga" sweepstakes winners' prize. Visit www.destinationqueensland.com/eclipse for booking details.

For further information as well as rules and regulations, visit <https://isleemesweeps.brandmovers.net/> or

<https://breakingdawnpremiere.brandmovers.net/>. For further information on Queensland or to book a trip, visit:

www.destinationqueensland.com.

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