

The Coca-Cola Company
news
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R1 000 000 TRAVEL PRIZE WITH VALPRÉ TOPTRAVEL II

Valpré Spring Water and Top Billing have teamed up again for a second season of the popular Valpré TOPTRAVEL™ television series. And to celebrate the new series, one lucky consumer stands to win a grand prize of a staggering R1 000 000's worth of travel over the next 15 years.

Following the success of Season I, Valpré TOPTRAVEL™ II has been awarded the new primetime 8pm slot on SABC3 on Wednesday evenings. The series will air over a period of 26 weeks, commencing 7 October.

It will be shot in a unique new format that combines reality television with traditional lifestyle programming. Two dedicated Valpré TOPTRAVEL™ presenters, Jeannie D and Janez Vermieren - both well-known to Top Billing fans - will travel around the world in search of all things premium and rare. The entire journey will be told through their eyes in order to give the show a personal, reality-style feel.

The series celebrates the fact that quality cannot be rushed. Every show will feature something extraordinary that has taken time to craft or produce, establishing the link with Valpré Spring Water, which takes up to 15 years to filter naturally through the earth before emerging through deep underground springs.

Vanessa Adams, Valpré Brand Manager says "The series is built around the notion that the best things in life are 'Worth the Wait', in the same way that Valpré is slow perfected and crafted by nature over time - the natural filtration process cannot be rushed or manipulated in any way."

And with a travel prize of R1 000 000 up for grabs, Season II of Valpré TOPTRAVEL™ will itself be worth the wait. The lucky winner will have the choice of spending the R1 000 000 on one lavish holiday with family and friends, or spending it on a series of smaller trips all over the world over the next 15 years.

To enter the Grand Prize Draw, consumers will need to purchase a bottle of Valpré Spring Water and SMS the words "*Worth the Wait*" to 37600 together with the special code that they will find on the rear of the Valpré bottle label.

In addition to the Grand Prize, R15 000's worth of travel can also be won every week. To qualify, viewers will need to watch the weekly Valpré TOPTRAVEL™ II programmes and to SMS the answer to the question posed at the end of each week's show.

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The Coca-Cola Company

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