

# Valpak® and Travel Channel's Man v. Food Team Up for \$5,000 Sweepstakes

(LARGO, FL – Jan. 15, 2009) – To promote their newest show, Travel Channel's *Man v. Food*, the Travel Channel is teaming up with [Valpak](#) for an exciting promotion on the familiar blue Valpak envelope and a "watch and win" sweepstakes that gives one lucky consumer a chance to take home \$5,000, and weekly winners the chance to take home \$250.

The promotion encourages consumers to watch host Adam Richman on [Travel Channel's Man v. Food](#) and for a special food challenge clue, then go online to [www.valpak.com](#) or [www.travelchannel.com](#) to register to win weekly \$250 prizes. The sweepstakes runs now through Feb. 13 and the grand prize winner, who will win \$5,000, will be chosen from a random drawing on Feb. 20.

Travel Channel's *Man v. Food* host, Adam Richman, travels the country visiting local dining establishments in search of the biggest and best food in America. Richman travels to Texas, Tennessee, Pennsylvania, Ohio, Illinois, Georgia, Massachusetts, New York and Louisiana, devouring overstuffed sandwiches, a 13-pound pizza, 72-ounce steak, barbecued ribs, "Sasquatch burger," and atomic hot wings. The show airs Wednesday nights at 10 p.m. EST. The combination of Valpak and the Travel Channel is a great fit, as Valpak research shows its consumers enjoy the Travel Channel: Valpak consumers are 30 percent more likely than most to watch Travel Channel weekdays from 8-11.

"The Valpak audience loves dining out," says Deanna Willsey, Valpak's Director of Communications. "Dining ranks at the top of the list of what consumers love to find inside the Valpak envelope," she said. "So we're sure consumers will not only love watching Travel Channel's *Man v. Food*, but also will enjoy using the great offers they find inside Valpak at local restaurants businesses in their hometowns."

## **About Travel Channel Media:**

Travel Channel Media is an integrated travel media business, and is wholly owned by Cox Communications, Inc., a leading multi-service broadband communications and entertainment company. Travel Channel Media includes: the Travel Channel television network, available in more than 91 million U.S. cable homes; Travel Channel HD™, the network's high-definition simulcast; [travelchannel.com](#), the network's broadband travel hub; Travel Channel's video-on-demand (VOD) and HD VOD offerings; its mobile content platform, Travel Channel GO™; World Hum ([worldhum.com](#)), a leading online travel blog; and FlightDeck™, an innovative content-sharing and advertising network for online publishers and advertisers.

## **About Valpak®**

[Valpak](#) is one of the leading direct marketing companies in North America. Headquartered in Largo, Florida, Valpak delivers savings to nearly 46 million households each month throughout the United States and Canada. In 2008, Valpak will distribute some 20 billion offers inserted in more than 521 million envelopes. In addition, Valpak.com®, an online site for local savings, has about 20 million offer views each month.