

# Valpak Announces "Martha's Dinner at Home" Sweepstakes

*Prizing includes trips to see The Martha Stewart Show in New York; flowers for a year from Martha Stewart™ for 1-800-Flowers® Martha's newest book, Martha Stewart's Dinner at Home, and more*

(LARGO, FL – October 19, 2009) – Over 40 million Valpak envelope recipients will soon have a chance to enter a sweepstakes to win prizes from "The Martha Stewart Show," thanks to the iconic Blue Envelope. As part of the sweepstakes, recipients of the Valpak envelope are invited to watch the how-to series, "The Martha Stewart Show" (nationally syndicated, check local listings) and go to <http://www.marthastewart.com/dinnerathome> to enter for a chance to win one of five grand prize trips to NYC to attend the show, with round-trip tickets for two, and hotel courtesy of Delta Vacations, plus \$500 spending money. Grand prize winners will also receive flowers for a year from the Martha Stewart™ for 1-800-Flowers.com® collection and Martha's newest book, "Dinner at Home."

Consumers will also have a chance to play a daily instant win game at <http://www.marthastewart.com/dinnerathome>. Winners receive either a \$100 gift certificate for flowers from the Martha Stewart™ for 1-800-Flowers.com collection®, or the "Dinner at Home" book. Additionally, the envelopes include a 20 percent coupon from 1-800-Flowers.com.

"We know Valpak consumers are big fans of Martha Stewart," said Deanna Willsey, Director of Corporate Communications at Valpak. "The majority of our audience tunes into the show," said Willsey. "In fact they are 28 percent more likely than the U.S. average to have watched "The Martha Stewart Show" and 35 percent more likely than the U.S. average to have read or looked at *Martha Stewart Living* magazine in the past six months, according to Simmons Market Research," she said. "Martha focuses on subjects that our consumers look to Valpak to deliver savings on."



[View larger envelope.](#)

## About Valpak®

Valpak, one of the leading direct marketing companies in North America, is owned and operated by Cox Target Media, a subsidiary of Atlanta-based Cox Enterprises, one of the largest media conglomerates in the United States. With nearly 200 franchises throughout the United States and Canada, the Blue Envelope delivers savings and value to nearly 45 million households each month. Annually, Valpak will distribute some 20 billion offers inserted in more than 513 million envelopes. Valpak also offers digital solutions with [www.Valpak.com](http://www.Valpak.com)®, an online site for local savings. For more information, please contact 1-800-676-6868.