



## **Hundreds in Atlantic Canada get their vacations free!**

**On January 1<sup>st</sup>, 2009 it snowed more than the required 5 inches at the Halifax weather station resulting in hundreds of people in Atlantic Canada getting their qualifying Let it Snow trip for free.**

Toronto/On, January/6/2009/ PR Direct/ - Leading on-line travel retailer, itravel2000, is delighted to announce that the fantasy has become a reality for those who booked qualifying Let it Snow vacations in New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island.

Qualifying participants across Canada watched weather reports hoping that winter storms would deliver over 5 inches of snow and free vacations. Although the snow failed to pile up in Alberta, Ontario and Quebec, participants from Atlantic Canada got their vacations for free when it snowed more than 5 inches at Halifax's International Airport, the designated weather station for Atlantic Canada, on New Years Day. The actual measured snowfall at Halifax airport on New Years Day was 13.6cm, about one centimeter more than the requirement of 12.7cm or 5 inches.

"The pre-Christmas snow storms and the New Years Day forecast likely had WeatherBill, the promotion's underwriter, nervous. For itravel2000, we just wanted lots of snow and lots of ecstatic customers," says Jonathan Carroll, President of itravel2000 "We're thrilled to be putting hundreds of cheques in the mail again this year. Last year we sent cheques to winners in Quebec and this year the cheques will go to the Maritimes – it's fantastic."

Canadian consumers who booked their qualifying vacation with itravel2000 had the chance to get their trip for free if more than 5 inches of snow fell at their weather station on New Years Day. itravel2000 partnered with Signature Vacations, Sunquest, Sunwing, Holland America, Princess Cruises, Norwegian Cruise Lines, Contiki, Insight Vacations, Trafalgar and Tour East Holidays for the Let it Snow promotion. The weather stations were Calgary, Toronto, Montreal and Halifax. Every qualifying customer's weather station was identified on their invoice. If it snowed more than 5 inches, consumers would be reimbursed for the retail price of their package vacation, flight or hotel upon their return. To be eligible, Canadians needed to book their qualifying package vacations, hotel, cruise or flight by midnight November 2nd, 2008 for departures up to April 30, 2009.

The 'Let it Snow' program is covered by WeatherBill, the world's only online weather risk management service that allows business to protect revenues from the effects of bad weather. itravel2000 has taken out the largest single-day weather coverage in history. WeatherBill's significant risk capacity and simple, automated service for managing weather risk and promotions made them the perfect partner given the large scale of the 'Let it Snow' program.

**About itravel2000**

itravel2000 is a leading travel retailer with 15 years experience. itravel2000 was a pioneer of on-line travel and has 100 travel agents to assist travellers by phone.

For more information about itravel2000 please visit [www.itravel2000.com](http://www.itravel2000.com).

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