

Movie Trivia Buffs Turn Facts into Free Travel on New Columbia House Website

Columbia House launches online movie trivia website where movie buffs use Hollywood trivia to earn ballots by answering movie quiz questions correctly.

Toronto, Ontario (FPRC) Jan 17, 2008 -- With its new Hollywood trivia game, music and entertainment giant Columbia House Canada proves that it's still a serious contender in the modern, digital world of music, film and family entertainment.

"Canadians love celebrity trivia and movie quizzes," says Robin Whalen, VP, Group Account Director at MacLaren MRM. "When Columbia House asked us to do something fun for their movie lovers, we created an online trivia game. It was a great way to remind people that Columbia House offers more than 11,000 DVD titles and distributes them to millions of Canadian households."

For people who love to play trivia games, the online movie trivia site is located at YouandMeinLA.com. Players earn ballots for each correct movie quiz answer. And as the name suggests, the Grand Prize is a trip to Hollywood for two worth over \$11,000.

According to Whalen, "The website showcases the full range of DVD movies available to Columbia House members and offers the opportunity to sign up for exceptional new-member offers. Visitors can order 5 DVDs for just 49 cents each, plus shipping (just 99 cents for each single selection)."

Director of Marketing for Columbia House, Ryan Swain says, "We knew our customers would love the idea of a movie trivia quiz. We want them to have fun and share the trivia contest with friends. They can even set up a trivia competition. The site is for them. How they use it is up to them."

Movie lovers can experience the new Columbia House DVD trivia game at www.YouandMeinLA.com. Rack up your ballots for a chance to win, and happy playing!

Contact Information

For more information contact Rob Weatherall of Columbia House
(<http://www.youandmeinla.com/?code=2HR>)
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