

Columbia House Online Movie Trivia Site Reaches a New Breed of Members

Columbia House creates online movie trivia website to serve a new generation of members. Hollywood trivia questions let movie buffs earn ballots by answering movie quiz questions correctly.

Toronto, Ontario (FPRC) Jan 21, 2008 -- Columbia House Canada is giving movie buffs a chance to win a dream holiday in Los Angeles in their new Hollywood trivia game. For people who love to play trivia games, the online movie trivia site is located at www.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.

"Some people still think of Columbia House as a great way build their music collections", says Ryan Swain, Director of Marketing, Columbia House. "But there's an entire generation of movie buyers who see us as their connection for great deals on movies, TV shows and collector box sets."

"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."

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)."

"We knew our customers would love the idea of a movie trivia quiz," says Director of Marketing for Columbia House, Ryan Swain. "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
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