



WIN TRAVEL'S BIGGEST, BADDEST BUCKET LIST WITH MY DESTINATION

GLOBAL COMPETITION TO WIN A SIX-MONTH ALL EXPENSES PAID TRIP BLOGGING AROUND THE WORLD

PLUS \$50,000 (USD) IN CASH

London, 28th January 2013. My Destination, the global travel resource powered by a community of local experts, is set to unleash travel's Biggest, Baddest, Bucket List and offer one lucky person the prize of a lifetime – a six month, all inclusive, blogging trip around the world to a minimum of 25 international destinations and \$50,000 (USD) prize money on their return. The competition will be in partnership with a series of international associates including Hotels.com, Travelex and Viator, opening on 28th January and closing on 31st March 2013. Ben Southall, winner of Tourism Queensland's 'Best Job In The World', will preside over the entrants as guest judge.

About the blogging trip of a lifetime: Six months in which to travel the world, all expenses paid, blogging, meeting the locals and taking part in challenges in each location. The challenges will be wide and varied, covering everything from visiting a landmark to tasting a local delicacy and staying with a family to an adrenaline pumping activity. The best part is that the winner gets to create their own six month itinerary. You will blog for My Destination throughout the trip, keeping the people back home and around the world up to date with your adventures and the new friends you have made along the way.

About the prize money: Upon completion of all the challenges and the blogging tasks throughout the six month trip, a pot of gold will be waiting for you on your return: \$50,000 (USD) for the winner to spend on anything they want – paying off that student loan, starting a business or buying a home – it really is a life changing amount of money!

Ben commented: "Winning 'Best Job In The World' was truly a life changing experience for me and I can't wait to help pick out a winner for the Biggest, Baddest, Bucket List and help give someone else an opportunity that could very well be life changing for them. I haven't looked back since winning in 2009 and I'm delighted to see an amazing travel blogging opportunity that really looks to get under the skin of so many destinations around the world."

How to apply: To win travel's Biggest, Baddest, Bucket List, it's very straightforward to apply.

Step one: Applicants must create a video application in English and up to three minutes in length telling us about your favourite destination around the world – whether that's the city you live, your best holiday or the place you've always dreamed of travelling to.

Step two: Upload your video together with a completed application form and travel blog-style entry to www.mydestination.com/bbb. The video and blog entry can be of two different locations in order to showcase creativity and diversity.

Ten candidates will make it through to the voting shortlist, five chosen by My Destination and five selected by the world and then the final round of voting opens – be sure to encourage all your friends and family to vote for you!

Entry dates:

- 28th January – competition opens
- 31st March – applications close
- 12th April – top ten announced and final round of voting opens
- 26th April – top three finalist chosen
- 7th May – final winner announced
- 8th June – the trip of a lifetime begins

For more information and to apply please visit www.mydestination.com/bbb

- ENDS -

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My Destination Notes to the editor:

My Destination is a global travel resource run by a community of hundreds of local experts. First launched in 2006 by James Street and Neil Waller, visitors to the website will find information of what to do, where to eat, sleep and drink and top tips in more than 80 destinations in 45 countries.

Today, My Destination has over 15million unique users per year and they now cover 80 destinations including Cyprus, Athens, Barcelona, Cape Town, Dubai, Hawaii, Kenya, Kuala Lumpur, London, Mallorca, Malta, Oman, Orlando, Phuket and Singapore.

Headquartered in London the business currently employs 40 people and has a further 200 people around the world who are part of the My Destination franchise network.

Visit www.mydestination.com & www.mydestination.com/Cyprus for more information.