

The logo for HOME WORLD BUSINESS. The words "HOME WORLD" are in a large, blue, serif font. Below them, the word "BUSINESS" is written in a smaller, red, sans-serif font, centered under a red horizontal line. The entire logo is set against a light gray background with a subtle reflection effect below it.

## **Chicago Market, Midwest-CBK Host Twitter Raffle**

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The Chicago Market has partnered with Midwest-CBK to share Twitter microblogs directly from the show floors this January. In addition to frequent updates on events, programming and other event happenings, Chicago Market "followers" can win prizes.

"We encourage buyers, retailers, exhibitors and showrooms to participate in this Twitter campaign and share their unique market information throughout the show," said Joan Ulrich, svp/MMPI.

"Midwest-CBK is partnering with the Chicago Market to bring January market attendees a cutting-edge way to take information and amplify it, share tips, real-time information and updates throughout the market, and the opportunity to win great prizes," said president Frederic Contino.

Attendees simply use the Chicago Market hashtag #chitowngift in all market-related tweets from January 14-27 and each tweet will count as a raffle ticket. Winners will be chosen each day, from January 22-25, and will receive a Flip digital camcorder. A grand prize winner will be chosen on the last day of market, January 27 and will receive a Sony flat screen TV.