

## City senior wins car in national contest

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Marina Bird planned to replace her vehicle soon but, thanks to her hobby of entering contests, the leg-work has been done for her.

Bird, accompanied by her husband Bob, was presented the keys to a 2009 Suzuki SX4 Thursday as the winner of Arby's Canada's national Great Canadian Snap and Drive Photo Contest. Family, friends and officials with the fast food chain gathered at the North Front Street location to congratulate the 74-year-old on her win.

"I wasn't expecting all of this. I just wanted the keys and to be able to drive away," Bird said just minutes after being handed the keys to her new car.

Bird said she was in shock when she was first notified, via e-mail, that she had won the national contest. She said her first reaction was to tell her husband that he would not believe their luck.

That luck came at the right time — the Birds had been discussing buying a new vehicle.

"We were going to start looking. We'd been driving a '99 Ford and it hasn't been causing us any problems we just thought it was time to upgrade a little bit," she said.

The car isn't the only big win for the Birds. Approximately three years ago, Marina won a two-week tour for four people to Madagascar.

"Some people play golf, some people shop, some people go bowling and in my spare time I enter contests," Bird said. "This was a very challenging contest."

Tracey Fletcher, marketing director for Arby's Canada, said the contest was fairly intensive as participants were faced with daily tasks to complete. Completing those tasks meant participants could earn ballots in the contest, increasing their chances of winning.

"The first step was to take a photo, in store, under the Arby's hat dangler and, in addition, we had online challenges that gave contestants the opportunity to win more ballots, which is exactly what Marina did," Fletcher said.

Bird ended up with 38 ballots after she completed the daily challenges which ranged from taking her photo eating a particular Arby's product to taking her photo next to a Canadian landmark. Each incremental challenge earned her a ballot.

Fletcher said approximately 1,500 people entered the contest.

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