



FOR IMMEDIATE RELEASE:

Canada's Contest Queen Featured in Premier Of TLC's Newest Series: High Stakes Sweepers!

OSHAWA, ON - Do you ever read about people who enter sweepstakes and win amazing prizes? Have you ever wondered, "Are these people for real?" Not only are they for real, but one of them, Carolyn Wilman, the Contest Queen herself, has not only helped others win over \$1,000,000 in prizes, but her expertise as both a marketer and a contestor landed her in the premier episode of TLC's High Stakes Sweepers.

High Stakes Sweepers will be airing on Sunday August 14th 2011 at 10pm on TLC.

JUNE 8, 2011 – TLC – the network that revealed the extreme side of couponing – introduces viewers to the most passionate sweepstakes participants on the planet in the new one-hour pilot HIGH STAKES SWEEPERS. Production on the special began this week and it will premiere later this summer.

"With HIGH STAKES SWEEPERS, TLC continues to tap into our viewers fascination with and desire for highly entertaining 'found money' programming. The special showcases the strategy and surprising winnings of these everyday people who do everything they can to win big," said Amy Winter, GM, TLC.

According to the Direct Marketing Association, 55 million Americans per year enter sweepstakes, and around 15 million enter 4 or more a year. HIGH STAKES SWEEPERS tells the stories die-hard "sweepers," who spend up to 60 hours per week searching for forms, buying products, and testing their luck in thousands of contests in the hopes of winning anything from a tube of toothpaste to a trip to Italy. They're raiding the supermarkets, taking the kids dumpster-diving for bottle caps, and relying on both strategies and superstitions to improve their chances. Viewers will enter their world to see how sweeping has affected their lives, check out the thousands of things they've won, and be there when the doorbell rings for the next big prize.

The five sweepers profiled in the special include Ron, who will stop at nothing to save money on his daughter's upcoming nuptials, and is trying to win everything for the wedding - from the honeymoon to the garter. Carolyn has lost her job and is convinced she can win enough through sweepstakes to earn a living. Sweeping Sisters Barbara and Patricia have won everything from a year's supply of beer to a case of tampons, and they're hungry for more! Robert has brought the entire family into his obsession, using his two young kids to help decorate envelopes in the hopes of improving their chances. Ret has won over 1.2 million dollars of prizes and will show us how she does it!

Authentic Entertainment, LLC is producing HIGH STAKES SWEEPERS for TLC.

"Although, I am portrayed as unemployed hoping to turn my hobby into a money making adventure, the truth is when I began entering 10 years ago I was unemployed and discovered, sadly, no one can earn their living winning. However, since then I have won over \$250,000 in prizes including a trip to the 2010 Winter Olympics valued at \$40,000." Ms Wilman said. "Now I earn my living as a marketing consultant along with teaching others how to find, organize, enter and win contests and sweepstakes."

About the Contest Queen:

Carolyn Wilman has worked in sales and marketing for over two decades. She combined her business savvy along with her hobby and has helped other's win over \$1,000,000 in prizes. Carolyn also works with companies helping

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them create better promotions from the outside in. Her efforts as a sweepstakes marketing expert landed her on the cover of Marketing Magazine in 2006, was named by MORE Magazine as one of Canada's Top 40 Women over 40 in 2007 and featured in the documentary *Winning for a Living* in 2008.

You Can't Win If You Don't Enter is available to order online at ContestQueen.com, Amazon.com, and through wholesale and retail channels worldwide. The Canadian Edition was released February 2006 and the American Edition April 2008.

For more information, please contact Carolyn Wilman at carolyn@contestqueen.com, @ContestQueen or 416.356.1116 ([Full Media Kit](#))

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