

Who Wants to Be a Millionaire? and Glade

Family Week

- Glade and *Millionaire* teamed up for Family Week in November '08
- Contestants received gift baskets filled with Glade products
- Home viewers had a chance to win \$1,000 and Glade products in the custom-created "Glade Scentsational Sweepstakes"

On-Air

- Meredith Vieira introduced Glade's sponsorship of Family Week and the "Glade Scentsational Sweepstakes"
- Baskets of products were staged, and shown as contestant prizing
- Promotional units aired each day, driving viewers to register for the sweepstakes by visiting www.millionairetv.com

Online

- Viewers entered the sweepstakes from a page designed specially for Glade's Family Week partnership
- Scented candles were featured holiday gift ideas
- An online banner effort drove visitors to glade.com

Results

- The sweepstakes received 67,000 entries

Who Wants to Be a Millionaire, hosted by Meredith Vieira, Five Nights a Week! Check your loc. - Windows Internet Explorer

<http://www.millionairetv.com>

Glade
You never know who might drop by.

Millionaire's
Family Week
brought to you by
Glade®

The Glade® Scentsational Sweepstakes

Millionaire is partnering with Glade® to bring you The Glade® Scentsational Sweepstakes, where you can win a prize for you and your family!

Enter below for a chance to win a special prize of \$1,000 and a Scentsational Glade® Gift Basket filled with Glade® products that will help bring the joy and warmth of this festive season into your home!

ENTER NOW!

For details/Official Rules, [click here](#)
Prize availability apply.

Some Holiday Gift Ideas Give the Joy of Fragrance!

Apple Cinnamon - Scented Oil Candle

Mother Nature's most inspiring season. Harvest time. Homecoming. Holidays. Take a walk in the country as the leaves fall from the trees and remember what it feels like to be home.

Make every day special with boutique-quality candles that quickly fill the whole room with fragrance.

Spiced Rose & Vanilla™ - Scented Oil Candle

A warm, spicy aroma drifts through the room enriched by vanilla bean and precious woods.

Make every day special with boutique-quality candles that quickly fill the whole room with fragrance.



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