

## Coffeewiz: Coffeewiz Launches Social Media Easter Egg Hunt Contest

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Coffeewiz, single serve coffee and gourmet loose leaf tea online retailer, has launched a Social Media Easter Egg Contest on Facebook and Twitter.

Coffeewiz, a New Jersey-based single serve coffee and gourmet loose leaf tea online retailer, as launched its first ever social media contest that will incorporate Twitter and Facebook.

The Coffeewiz Easter Egg Hunt contest runs for a limited time for 11 days, starting Friday, March 26, 2010 through Monday, April 5, 2010. The rules are available on the Coffeewiz Fan Page:

1. A daily clue on where the easter egg can be found on the Coffeewiz website will be announced at 12 pm EST starting Friday March 26th.
2. A daily clue will be announced on one of two Coffeewiz social media platforms,
  - a. Facebook: <http://facebook.com/coffeewiz>
  - b. Twitter: <http://twitter.com/coffeewiz>
3. Entrants must e-mail link and a contact e-mail to Vickie@coffeewiz.com.
4. Posting winning links publicly will lead to disqualification.
5. Prizes include
  - a. A \$25 Coffeewiz gift certificate for the quickest response.
  - b. A daily 15% Coffeewiz discount coupon code that will expire in 48 hours.
6. Winners will be contacted by e-mail.
7. Entrants are only allowed to win the contest once.

The contest seeks to reward Coffeewiz website visitors and social media participants. This contest was developed on the heels of the success of its first-ever Facebook contest, "Unpack the Magic," which rewarded Facebook Fan entrants for creativity in showing how they incorporate single serve coffee into their lives.

Coffeewiz launched their Facebook Fan Page as a platform to communicate with fans as part of their new social media effort to listen to and engage single serve coffee and loose leaf tea lovers. Coffeewiz encourages participation by allowing Facebook fans to add their own comments, videos and photos on the social media platform, at <http://facebook.com/coffeewiz>.

"I started Coffeewiz 6 years ago as an extension of Evans Quality Coffee Service family owned for over 50 years," says Jim Evans, Vice President. "I am excited about our daily live social media interaction with our fans, customers and friends, so we can learn more about them and in turn, they can learn more about us."

Vickie Smith-Sculiano, Coffeewiz Social Media Coordinator, says "Social media is about audience, sharing and value, and that's what Coffeewiz is about. Coffeewiz customers, friends and fans are already spreading the word. We hope this contest will continue to grow our community and keep our growing audience engaged."

Based in Moonachie, NJ, Coffeewiz.com was founded by coffee lovers and specializes in single serve coffee, including Keurig, Tassimo, Senseo, Dolce Gusto, Coffee Pods, Lavazza and Gourmet imported Loose Leaf Tea. The e-commerce retailer can be found on the web at <http://www.Coffeewiz.com>.

### Contact Information

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