

Press Release

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Promotion offers Twilight fans chance to win a Brazilian getaway and a Volvo S60 R-Design!

Fans can visit Volvo Canada's Facebook fan page and play an online game for a chance to win:

- A Brazilian getaway where Edward and Bella spent their honeymoon
- A Volvo S60 R-Design like Edward's!

TORONTO, ON. (Oct. 19, 2011) - Volvo Cars of Canada Corp. is inviting Twilight Saga fans to celebrate the wedding of the century with two online promotions in conjunction with the release of Summit Entertainment's *The Twilight Saga: Breaking Dawn - Part 1*, opening in theatres on November 18th.

Beginning October 19th, participants can register to play Volvo's online game, "*Journey to the Wedding*," for a chance to win a trip for two to Rio de Janeiro, including a stay in the same luxurious house where Edward and Bella spend their honeymoon. The lucky winner will also take home a 325 HP Volvo S60 R-Design just like the one Edward drives in the latest installment of the film franchise. With a perfect marriage of style and substance, Volvo's S60 R-Design features best-in-class acceleration, performance and fuel efficiency, making it Volvo's most dynamic model ever.

"Edward and Bella may be the ones getting married but one lucky fan will drive away happily ever after in a Volvo S60 R-Design, just like Edward drives in the latest film," said Brad Painter, national marketing manager for Volvo Cars of Canada. "The Volvo S60 T6 R-Design is the most powerful production Volvo ever and now one Twilight Saga fan will experience the same dynamic driving experience."

How Volvo's "Journey to the Wedding" Game Works:

Beginning October 19th, fans (18 and up) can register at www.facebook.com/volvocarsofcanada to play the interactive game. Fans are then encouraged to make their way to the wedding of Edward and Bella by completing a series of three challenges. The player who finishes the final challenge in the shortest amount of time will win the game. Volvo will announce the winner on November 28th. Fans can also learn more about the game on [Volvo Canada's Facebook fan page](#) and [Twitter](#) account.

Fans that don't win the online game but still want a Volvo S60 R-Design can visit a local Volvo retailer or go to www.volvocars.com/en-CA to build their own. Edward's S60 T6 R-Design is all-wheel drive with an automatic six-speed transmission, featuring leather interior, 18-inch diamond-cut Xion alloy wheels, sport chassis, active dual Xenon headlights, rear spoiler, climate package, multimedia package, BLIS (Blind Spot Information System) and keyless drive.

Volvo Cars of Canada Corp. is part of the Volvo Car Corporation of Göteborg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 41 Volvo automobile retailers across the country. The company's product range includes the stylish and sporty C30, the elegant C70 hardtop convertible, the S40 sedan and the S80 flagship sedan. For customers looking for a vehicle with all-road capability, Volvo offers the versatile XC60, XC70 and

XC90. The new-for-2011 S60 sport sedan lineup now includes the T6 AWD and T5 FWD, both offering Pedestrian Detection with Full Auto Brake. The S60 recently joined the 2011 S80, C30, XC60 and XC90 as a *Top Safety Pick* from the Insurance Institute for Highway Safety (IIHS).

Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC releases on average 10 to 12 films annually.

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