



Boost announces Island Delite competition winner

Johannesburg, Boost Juice Bars hosted 20 'Island Delite' competition finalists at the Greenstone Mall on Saturday to determine the winner of an incredible all expenses paid trip to the Maldives. The competition created by Boost Juice Bars, in association with Qatar Airways and the Maldives Tourism Board, received a phenomenal response of over 6400 entries in Gauteng alone.

"Boost offers a complete love-life experience through delicious all natural products that is 98% fat-free. Boost enthusiasts loves us because our smoothies, juices and wraps not only taste great but because its bursting with goodness, makes them feel fantastic. Boost found the perfect synergy with Qatar and Maldives Tourism to give customers even more experiences that will give them a natural high," says Mike Bray, Boost Marketing Director.

Boost randomly selected 20 finalists who were invited to attend the Island themed draw on Saturday. Finalists donning their best beach wear, enjoyed smoothies as they waited in anticipation to participate in the draw. In addition to winning the trip they also stood a chance to win various prizes such as Ipod docking stations, Modern Athlete headsets and free Boost product for a year. The contestants each selected a numbered ball that entitled them to choose a bucket with a prize. Megan Wilson, Qatar Airways District Sales Manager attended the draw to personally congratulate the winner, Cindy Robins. "Qatar Airways is delighted to be the official carrier that will take Cindy to the beautiful Maldives. With Qatar being the only airline that with 5 star status, Cindy can be assured of exceptional service and luxury during the flight," adds Megan.

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Finalists at the Boost Juice Bars having a great time



The lucky winner Cindy Robin with Tami from Boost Juice Bars and Megan from Qatad Airways

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