

Feed Your Art: Moe's Video Nation Contest Invites Fans to Create Videos With the Theme 'A Moe's Burrito in Every Hand'

2006-10-02

Grand Prize for Winning Video is Moe's Burritos for Life

What's fun and irreverent, with attitude and great food? If you guessed Moe's Southwest Grill, you're right! But those qualities might also describe the yet-to-be-discovered director or star of a new Moe's video -- someone obviously fun, irreverent, and definitely with attitude. That person will have great food too -- Moe's burritos, for life.

Introducing Moe's Video Nation, the website -- and contest -- where Moe's fans can create and upload their own 30-second Moe's videos, watch and vote for other videos, and ultimately win Moe's burritos for life. Capitalizing on the ever-growing buzz of consumer-generated media, Moe's Video Nation is the place for creative burrito connoisseurs to show their stuff by creating videos with the theme "A Moe's Burrito in Every Hand."

"Moe's is a unique brand and a unique experience and our consumers know that -- they like it, they expect it, and they are every bit as unique," said Matt Andrew, vice president of operations and brand leader for Moe's Southwest Grill. "This is a great opportunity for us to expand the Moe's experience, to have our consumers show us what Moe's means to them. We are really excited to see how Moe's fans will express themselves because we know it will be something fun and original, just like Moe's."

The Moe's Video Nation contest runs through December 31, 2006. Burrito enthusiasts can visit the Moe's Southwest Grill website at www.moes.com for a link to Moe's Video Nation, where they can view and vote for their favorite Moe's videos. People can also upload videos to the site and find graphics, backgrounds, and sound effects to use in creating their videos. And although Moe appreciates irreverence and a good time, people are discouraged from creating videos with questionable or adult content -- no wardrobe malfunctions please.

And the burrito goes to ...

At the end of the contest period the twenty videos with the most votes will be judged by a panel of judges based on creativity of content and the video that best represents the Moe's brand and the theme "A Moe's Burrito in Every Hand." The grand prize winner will be selected in early February and will win Moe's burritos for life -- in the form of 2,860 burrito vouchers, enough for one burrito a week, 52 weeks a year, for 55 years.

To learn more about the Moe's Video Nation contest, including the official rules, and to view, vote, upload or create Moe's videos, visit www.moes.com and select the Video Nation link.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article24366.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html