



Your Chance to Meet Gary Vaynerchuk

Online marketing trailblazer, business guru, wine guy and New York Jets fan, **Gary Vaynerchuk** (VAY-NER-CHUK), will film Wine Library TV in Australia for the first time in April.

Wine Australia is offering Australian residents the chance to meet with Gary in Sydney. To enter the competition, simply tweet [@winehero](https://twitter.com/winehero) with a question you'd like to ask Gary. The individual asking a question deemed to provoke the most useful response for the Australian wine community will have an opportunity to travel to Sydney and learn how to 'Crush it!'

Competition closes Friday 19th March, 2010.
Terms and Conditions apply – visit www.wineaustralia.com

Social Media TRAIL-BLA-ZER to visit Australia

Online marketing trailblazer, business guru, wine guy and New York Jets fan, **Gary Vaynerchuk** (VAY-NER-CHUK), will film Wine Library TV in Australia for the first time in April 2010.

Working with ConnectNow conference organisers, Wine Australia has invited Gary to join them on a 2 day adventure to discover what makes Australia the most engaging wine country in the world – the people, the places, the stories, the wines.

A self-trained wine expert, Gary revolutionized the wine industry with his video blog, Wine Library TV, and grew his family wine business from \$4 million to \$60 million in five years. What raised Vaynerchuk's notoriety even more than his business acumen was his foresight combined with his pioneering, multi-faceted approach to a new generation of personal branding, focusing on the Internet and leveraging social media tools such as Facebook and Twitter.

As his viewership swelled to over 80,000 a day he made television appearances on *Ellen DeGeneres*, NBC's *Today Show*, was featured in the *New York Times*, *Wall Street Journal*, *USA Today*, and has become a consultant for Fortune 100 companies, as well as a keynote speaker around the world. Today, Gary is recognised as the world's most influential new voice in wine.

Wine Australia will be putting its social media skills to the test, running a competition, the winner having a chance to learn how to 'Crush it!' when they meet with Gary. To enter the competition, Australian residents simply need to tweet [@winehero](https://twitter.com/winehero) with a question they'd like to ask Gary. The individual asking a question deemed to provoke the most useful response for the Australian wine community will have an opportunity to meet Gary in Sydney.



Australian Government

Australian Wine and Brandy Corporation



Terms and Conditions

1. Information on how to enter forms part of these terms and conditions of entry.
2. Entry is open to all residents of Australia aged 18 years and over. Employees of the Promoter and their immediate families and agencies associated with this promotion are ineligible to enter.
3. To enter, persons must send a question they would like to ask Gary Vaynerchuk (Gary V) to @winehero on Twitter.com
4. Questions must be received prior to Friday 19th March 2010.
5. This is a game of skill; chance plays no part in determining the winner. Each entry will be individually judged based on literary and creative merit. Judges decision is final and no correspondence will be entered into. Prize is not transferable or exchangeable and cannot be taken as cash.
6. The promotion commences AEST 12:00am 22nd January 2010 and closes AEST 12:00am 19th March 2010. The promotion will be judged by a panel of judges. Judging will begin on 22nd March 2010 at 9am AEST.
7. The best entry as deemed by the judges will win the chance to meet Gary Vaynerchuk including return economy airfares to Sydney and one night accommodation at the Shangri-La Hotel, Sydney to the total monetary prize value of \$3000.
8. The Promoter shall not be liable for any loss, damage, personal injury or death whatsoever which is suffered (including, but not limited to, direct, indirect or consequential losses) or for personal injury which is suffered or sustained by the winner of a prize or any other person or otherwise suffered or sustained in connection with participating in this competition, as a result of taking or making use of any prize, or any act or omission (whether negligent or not) of the Promoter or any person associated with any of them, except for any liability which cannot be excluded by law. It is a condition of accepting the prize that the winner may be required to sign a legal release in a form determined by the Promotion in its absolute discretion.
9. The Promoter is Australian Wine and Brandy Corporation of Industry House, National Wine Centre, Corner Botanic and Hackney Roads, Adelaide SA 5000. ABN is 59 728 300 326.

