



FOR IMMEDIATE RELEASE

Catch Guido the Gecko and Win a Sony Cyber-shot TX5

Explore Singapore inside out with a fun treasure hunt photo contest

Singapore, August 3, 2010 – GuideGecko Inside Out, Singapore’s premier travel and lifestyle website, today launches the ‘Catch Guido the Gecko’ photo contest. In the style of a treasure hunt, the contest is a fun way to explore Singapore inside out, and stand a chance to win a brand new Sony Cyber-shot TX5 camera.

The contest kicks off at all Harry’s Bar outlets islandwide, where staff are already wearing Guido the Gecko badges. Visitors are welcome to approach them, take a funny close-up snapshot with the Gecko mascot on the badge, and share it on www.facebook.com/GuideGecko. The best and craziest photos will be featured on www.GuideGecko.com/catch-guido, and the most liked photo wins the camera. A live Guido will be on location, encouraging visitors to take funny photos.

New places to explore and spot Guido the Gecko will be added weekly until September 30, along with attractive prizes. From the National Day weekend onwards, Guido will be at the Singapore Flyer celebrating Singapore’s 45th birthday. Other confirmed venues in the following weeks include Bollywood Veggies Farm, The French Stall and more.

“Inside Out features 880+ insider tips on what to see and do, where to eat, shop and party. It’s Singapore’s most complete lifestyle resource,” says Dr. Daniel Quadt, Founder and Managing Director of GuideGecko. “The contest allows us to showcase all the great places Singapore has to offer, while contestants enjoy a fun time with the added thrill of winning win a top-notch camera.”

Singapore Inside Out offers something new for everyone, such as the Labrador Secret Tunnels or the Spicy Food Challenge in Little India. All tips are accompanied by reviews, photos and videos.

More info on the contest, including current prizes and the weekly venues to spot Guido the Gecko can be found at www.GuideGecko.com/catch-guido. Singapore Inside Out can be found at www.GuideGecko.com/singapore.

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About GuideGecko

GuideGecko is an innovative publishing platform, [travel book store](#) and online community for travel, food and lifestyle guides. GuideGecko currently offers more than 3300 guidebooks as print and PDF download, on 169 countries and 270 cities and regions around the world.

Singapore Inside Out, GuideGecko's latest addition, features the most complete online [guide to Singapore](#), with over 880+ insider tips on what to see and do, the best restaurants, shops and bars - all with photos and videos. An integrated online community enables users to connect with like-minded members and share their own reviews, photos and videos.

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