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## For Immediate Release

### **HMSHost Holiday Elves: Plan to Surprise Travelers at Airports *Stocking Stuffer Sweepstakes kicks off in Airports and Travel Plazas across North America***

**BETHESDA, MD** – Today, global restaurateur [HMSHost](#) and Coca-Cola launched a season of surprises with *HMSHost Holiday Elves* and the *Instant Stocking Stuffer*, a multi-component campaign full of fun to bring holiday cheer to travelers at various airport and travel plaza locations across the U.S. and Canada. As part of the campaign, HMSHost will hold holiday giveaway events at participating airports, where the elves will surprise travelers with gifts and good cheer.

The Holiday Elf events will be held the week of December 4 through 11 at some major U.S. airport hubs. In the effort to make the holiday season easier on travelers and gift-givers alike, the HMSHost Holiday Elves will hand out gifts such as electronics, travel accessories, holiday collectibles, Coca-Cola beverages and free nights at any Four Points hotel around the world. In addition to these giveaway events, travelers are encouraged to share their experiences on social media using #HMSHostElf.

In addition to these surprise-and-delight events, travelers across North America will have the opportunity to enter the “Instant Stocking Stuffer Sweepstakes,” a text-to-win promotional campaign, which will offer the chance to win exciting gifts and prizes. To enter, travelers who make a purchase at an HMSHost restaurant within the U.S. and Canada can text a unique code found on their purchase receipt for a chance to win gift cards, as well as a grand prize of round-trip airfare for two. Additional details, including a no purchase necessary way to enter and eligibility, can be found [here](#).

“We are engaging with travelers this holiday season to create memorable experiences through these pop-up events and our Instant Stocking Stuffer Sweepstakes,” said HMSHost Vice President of Marketing Atousa Ghoreichi. “We are excited to bring these gifts of gratitude to our travelers as a part of our Experiential Marketing strategy that only HMSHost can deliver.”

The HMSHost Holiday Elves will be traveling throughout early December, and the airports involved will be announced on each event day. The Instant Stocking Stuffer Sweepstakes runs from November 27 to December 31, 2015.

#### **About HMSHost**

Global restaurateur [HMSHost](#) is a world leader in creating dining for travel venues. HMSHost operates in more than 100 airports around the globe, including the 20 busiest airports in North America. The Company has annual sales in excess of \$2.7 billion and employs more than 33,000 sales associates worldwide. HMSHost is a part of Autogrill Group, the world’s leading provider of food & beverage services for people on the move. With sales of around €3.9 billion in 2014, the Group operates in 29 countries and employs some 54,000 people. It manages approximately 2,800 stores in over 1,000 locations worldwide. Visit [www.HMSHost.com](http://www.HMSHost.com) for more information. We can also be found on Facebook at [fb.com/HMSHost](https://fb.com/HMSHost) and on Twitter at [@HMSHost](https://@HMSHost).

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