Calling All 24/7 Moms! Ester-C - The Better Vitamin C, announces the launch of '24/7 Mom Contest'

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BOHEMIA, N.Y., Feb. 1, 2011 /PRNewswire/ -- Ester-C® is proud to announce the launch of the 24/7 Mom Contest, a contest designed to pay tribute to the unsung heroes in our lives – our moms. Do you know a mom who can juggle the house, the kids, scheduling, work and so much more? Then cast your "Mom-i-nation" by going to www.ester-c.com [1] and uploading a video or essay explaining why your incredible mother, wife, sister, grandmother, aunt or best friend should be the official Ester-C 24/7 Mom.

Nominees will be posted on www.ester-c.com [2] for the public to vote. The Grand Prize Winner gets a luxurious 7-Day Mediterranean Cruise; the First Prize Winner receives 24 Spa Treatments; and the Second Prize winner will get 24 days of a house-cleaning service. The Ester-C 24/7 Mom Contest Prizes are designed to give a well-deserved break to the ones who need it most...moms. Vote for your favorite essay or video and you might see your Ester-C 24/7 Mom be crowned the winner.

Ester-C is the #1 pharmacist recommended brand of Vitamin C**, providing advanced, active immune support.* Ester-C's patented formula is non-acidic and gentle on the digestive system.* It's available in coated tablets and as delicious chewable Gummies. Ester-C is a great supplement for anyone who is on the go 24/7, especially today's modern, multitasking mothers.

To "Mom-i-nate" your Ester-C 24/7 Mom or to vote, visit www.ester-c.com [2]. Voters will also be entered to win. One voter each day will be chosen at random to win an Ester-C reusable shopping bag. The top 5 vote recipients will also get a valuable Ester-C Gift basket. Contest starts February 1, 2011 and ends April 13, 2011. The Grand Prize Winner will be announced on Mother's Day.

For more information, official contest rules, to vote or to "Mom-i-nate" someone special, visit _ [3]

SOURCE [4]

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Links:
[1] http://www.esterc.com/

[2] http://www.ester-c.com/
[3] http://www.es
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[4] http://www.bio-medicine.org/medicine-technology-1/Calling-All-24-7-Moms-21-Ester-C---The-Better-Vitamin-C--announces-the-launch-of-24-7-Mom-Contest-14286-1/