



Play N Trade Announces “Christmas in July” Giveaway Event, Sponsorship Deal and Storewide Sale

Play N Trade teams up with the Adrenaline Vault game site and three popular video game podcasts to promote a storewide sale, sponsorship and a giveaway of \$6000 in prizes.

San Clemente, CA, June 24, 2010 --(PR.com)-- Play N Trade Franchise, Inc, the largest video game franchise worldwide, is excited to announce a "Christmas in July" giveaway event and sponsorship of several video game media properties including the Adrenaline Vault game site and three video game podcasts: The Avault Podcast, Stevie FTW and The Evil Ed Podcast.

The "Christmas in July" giveaway drawing will occur on July 27. Participants have the chance to register online from May 27, 2010 through July 27, 2010. Gamers from across the U.S. and Canada can register at www.avault.com/christmas for a chance to win over \$6,000 in prizes. The sponsored sites will run website, podcast, Twitter and Facebook promotions during the entire two month period.

"The Christmas in July giveaway is something we are very pleased to offer," says Play N Trade CEO, Larry Plotnick. "After experiencing increased sales growth and unprecedented support from gamers nationwide during the past few years, we think it's only natural for us to reciprocate with an exciting giveaway."

Play N Trade's "Christmas in July" is the first giveaway throughout the U.S. and Canada organized by a major video game retailer that includes a sponsorship and promotion program encompassing social networks and online digital media.

In addition to the giveaway, Play N Trade stores will offer discounts on various games and accessories throughout the entire month of July.

About Play N Trade

Play N Trade is the largest video game franchise worldwide. It is also one of the fastest-growing franchises across all industries. The company provides exceptional training, support and marketing systems to its store owners, who in turn provide an outstanding customer experience for their shoppers that is unmatched by any other gaming franchise. Play N Trade sets itself apart from competing video game retailers by allowing customers to try any video game prior to purchase, participate in local and national tournaments, have their consoles and games repaired as well as buy, sell and trade video games. Please visit www.playntrade.com or call 1.888.PNT.GAME for more information.

###



Contact Information:

Play N Trade Franchise, Inc.

Miles Coffin

949.812.7906

Miles.Coffin@playntrade.com

playntradevideogamefranchise.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/244272>