



PRESS RELEASE:  
London, UK - 08.11.07



## Rough Guides and Cobra Beer launch competition for students to win their face on a beer mat

[www.mugonabeermat.com](http://www.mugonabeermat.com)

Rough Guides and Cobra Beer have teamed up to offer students the chance to win their 'mug' on a limited edition print run of beer mats, plus £150 to take their mates out for a meal.

Students are being invited to upload photos of themselves making the most of their time on earth, at [www.mugonabeermat.com](http://www.mugonabeermat.com), whether it's chilling at Glastonbury, climbing the Great Wall of China in their gap year or dancing under a full moon on a trip to Thailand.

The competition will run throughout November, at the end of which the judges will select three of the best images to be printed on a set of beer mats. And every week the four pictures with the most votes will win a copy of *Make the Most of Your Time on Earth: A Rough Guide to the World* and a 4-pack of Cobra.

The competition is being promoted on 17 university campuses including Manchester, Nottingham and Bristol.

Louise Maher, Rough Guides Marketing Officer said: "We are delighted to work with Cobra on this exciting and truly innovative campaign, giving students the chance to show us their best travel experiences and to get their mug printed on a beer mat."

The competition forms part of Rough Guides' student marketing strategy and launches alongside the publication of *Make the Most of Your Time on Earth: A Rough Guide to the World*.

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### NOTES TO EDITORS:

*Make the Most of Your Time on Earth: A Rough Guide to the World* is out now, priced £18.99. With 1000 ultimate travel experiences, the book is designed to inspire everyone to get out there and discover the best the world has to offer.

### About Rough Guides

Rough Guides is a leading global publisher of travel information. Twice voted a CoolBrand by the SuperBrands Council and founded in 1982, Rough Guides publish over 300 travel titles. Respected for their accurate, up-to-date content and informed, contemporary writing, Rough Guides also produce guides to over 60 reference books on subjects as diverse as Climate Change, The iPhone and Film. [www.roughguides.com](http://www.roughguides.com)

### About Cobra

Cobra Beer is one of the fastest growing beer brands in the UK, with a current global turnover of £126 million at retail value. It has been exported to 50 countries worldwide, and is available nationwide in more than 6,000 restaurants, 5,000 outlets of major supermarkets and off-licences and now to nearly 6,000 bars, pubs and clubs. Cobra Beer was awarded six grand gold medals and 14 gold medals at the 2007 Monde Selection, Brussels - World Selection of Quality. [www.cobrabeer.com](http://www.cobrabeer.com)

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