



## 12 Days Of Piggy In The City

### **LowestRates.ca set to launch its “12 Days of Piggy in the City” holiday promotion**

*LowestRates.ca will contribute \$500 towards a lucky Canadian’s next mortgage, car insurance, or credit card payment as well as donate to a charity of the winner’s choice*

TORONTO, ON, December 12, 2012 – The holiday season is once again upon us, and LowestRates.ca is getting into the spirit of giving with a promotion that is sure to get Canadians excited. Everyone remembers the “Where’s Waldo” books from when they were children, and LowestRates.ca is taking this concept and making it a lot more interesting by adding a fantastic prize.

The contest winner will receive the gift of LowestRates.ca paying \$500 towards his next mortgage payment, his car insurance, or his credit card balance. LowestRates.ca will also donate \$50 to a local charity or food bank in the winner’s city as part of its commitment to help Canadians, especially at this time of year.

“The holiday season is all about giving, and LowestRates.ca is looking forward to making this Christmas a little bit more merry by paying one lucky Canadian’s bills”, says Justin Thouin, President and CEO of Lowest Rates Inc., the parent company of <http://www.LowestRates.ca>.

Photos of the LowestRates.ca mascot, the piggy bank, have been taken at various landmarks across Canada. For the 12 days before Christmas, from Thursday, December 13<sup>th</sup> until Monday, December 24<sup>th</sup>, LowestRates.ca will post one picture each day on its Facebook page. To play, all Canadians need to do is submit a guess of where the pig is standing by providing their answer on the LowestRates.ca Facebook page, [http://www.facebook.com/LowestRates/app\\_377365779023457](http://www.facebook.com/LowestRates/app_377365779023457).

For each entry submitted, the prize pool will grow by \$1 to a maximum prize of \$500. The winner of the competition will be the person who has entered the most correct responses. If there is a tie, a winner will be selected on Christmas Day through a draw.

## **About Lowest Rates Inc.**

Based in Toronto, Canada, and founded in 2012, Lowest Rates Inc., through its website [LowestRates.ca](http://www.LowestRates.ca), provides a free independent online service that helps consumers compare personal financial products offered by Canada's leading financial institutions. [LowestRates.ca](http://www.LowestRates.ca) saves Canadians time and money by allowing them to compare offers on mortgages, insurance and credit cards all in one place. [LowestRates.ca](http://www.LowestRates.ca) strives to become Canada's leader in providing consumers with the necessary tools and unbiased information they need to quickly and conveniently find the right personal financial products for their unique needs.

To compare rates, visit <http://www.lowestrates.ca/mortgage> for mortgages, <http://www.lowestrates.ca/insurance> for insurance, and <http://www.lowestrates.ca/creditcards> for credit card offers.

## **Contact Information**

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