

Contests2win.com reaches out to the Indian Bloggers

To kick-off the entire 'Add C2W to your Site' campaign, Contests2win has started a contest where all you have to do is embed a contest on your website or blog and you would be eligible to win cash up to Rs 10,000!

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In a unique marketing initiative yet to be seen in the Indian web sphere, **C2W.com** is looking at reaching out to all the bloggers out there in India!

How?

Well **Contests2win.com**, which is one of the most known dotcoms in India re-invented itself last October. The new Web 2.0 avatar of C2W now thrives on User Generated Content. The site gets nearly 150 contests created by users each day and boasts of nearly 10,000 contests currently! Now they are asking users to spread these contests.

Ekalavya Bhattacharya, Product Manager at C2W says, 'Like all Youtube videos, every Contests2win contest is also embeddable. You can embed C2W contests on your websites, blogs, social networking profiles etc. Interactive and engaging content totally free of cost for your site - that's the new mantra. Quizzes, Polls along with Word games can be added to your site in a matter of seconds.'

To kick-off the entire 'Add C2W to your Site' campaign, Contests2win has started a contest where all you have to do is embed a contest on your website or blog and you would be eligible to win cash up to Rs 10,000!

Details available on the C2W [blog](http://blog.contests2win.com/2008/05/12/c2w-embed-and-win/) (<http://blog.contests2win.com/2008/05/12/c2w-embed-and-win/>).

'We basically want to showcase our contesting engines and content to website and blog owners and at the same time want them to earn some money,' adds Ekalavya.

Contests2win has big plans in the future for users creating content and plans to share a substantial amount of revenue with them. They are going to roll out a program next week, which is sure to enthrall Web 2.0 audience in the country.

- **END** -Contests2win.com is one of the oldest and most well known online brands in India. Founded in 1998, C2w is now one of the richest UGC (User Generated Content) Web 2.0 sites in India. Users can not only play thousands of contests and win hundreds of prizes but also create their own contests.

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You can also visit www.contests2win.com for more information.