

# **Camel's Break Free Adventure contest**

CAMEL

the  
**BREAK  
FREE**  
ADVENTURE

**10** WEEKS.  
LOCATIONS.  
**THOUSANDS  
OF PRIZES.**

**WHERE'S CAMEL?  
TELL US FOR A  
CHANCE TO WIN**





the  
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**10 WEEKS. LOCATIONS. THOUSANDS OF PRIZES.**

**Where will Camel Break Free to next?**  
Check back starting next Hump Day (Wednesday) for a new clue.

**Week 5 SEATTLE, WA**

**Week 8 STURGIS, SD**

**Week 3 WILLIAMSBURG-BROOKLYN, NY**

**Week 6 BONNEVILLE SALT FLATS, UT**

**Week 7 THE HAIGHT, SAN FRANCISCO**

**Week 1 LAS VEGAS, NV**

**Week 4 ROUTE 66**

**Week 10 WINSTON-SALEM, NC**

**Week 9 NEW ORLEANS, LA**

**Week 2 AUSTIN, TX**





**Sort** SORT THE SITE HOW YOU WANT

**view** CHOOSE YOUR VIEW

**BREAK FREE**

TAGS PRODUCTS DATE POPULARITY SEARCH

GRID LIST SOCIAL MY CAMEL

160475 VIEWS 2696 COMMENTS 4545 LIKES BOOKMARK IT

PREV

**10 WEEKS. LOCATIONS. THOUSANDS OF PRIZES.**

**Where's Camel?** Location #9

With a path just about as unpredictable as the melody of a good jazz tune, we ventured our way to this sultry corner of Dixie to take it easy among an intriguing mix of music, culture and just a dash of marvelous mayhem.

MEMPHIS

NEW ORLEANS

BOISE

THE MISSISSIPPI RIVER





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**Where's Camel?** Location #10

Ah, perfect ten. The 10<sup>th</sup> and final stop on the Camel Break Free Adventure. Camel capped the trek here—a special little place with a lot of Camel heritage. It's where the journey stops but the adventure never ends.

**CAIRO**

**CHARLOTTE**

**WINSTON SALEM**

**THE MOON**



the **BREAK FREE** ADVENTURE

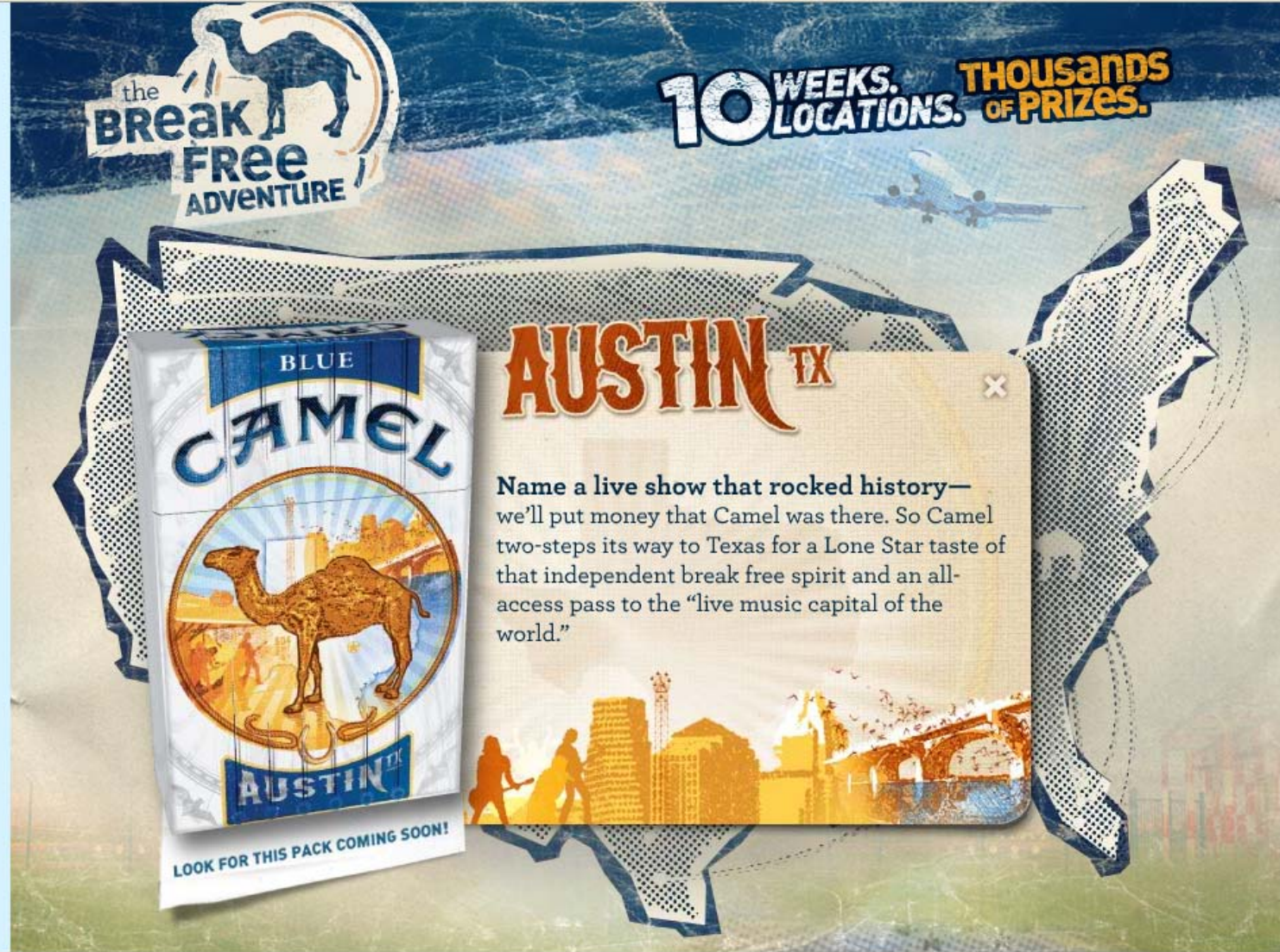
**10 WEEKS. LOCATIONS. THOUSANDS OF PRIZES.**

**VEGAS** *Baby*

The keeper of oh so many good times...  
Camel honors the oasis in the desert—built entirely for people of all walks to break free. It's the love and the thrill of the laughs. The spirit of Camel—like its fans—never rests here in Vegas.

**LOOK FOR THIS PACK COMING SOON!**





The graphic features a large, stylized map of Texas in the background. In the top left, a circular logo contains a silhouette of a camel and the text "the BREAK FREE ADVENTURE". In the top right, bold text reads "10 WEEKS. LOCATIONS. THOUSANDS OF PRIZES." In the center left, a pack of "BLUE CAMEL AUSTIN TX" cigarettes is shown. To the right of the pack, the text "AUSTIN TX" is written in large, orange, stylized letters. Below this, a paragraph of text describes the promotion. At the bottom of the text box, there is a silhouette of the Austin skyline. The entire graphic is framed by a torn-edge effect.

the BREAK FREE ADVENTURE

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BLUE CAMEL AUSTIN TX

**AUSTIN TX**

Name a live show that rocked history—we'll put money that Camel was there. So Camel two-steps its way to Texas for a Lone Star taste of that independent break free spirit and an all-access pass to the "live music capital of the world."

LOOK FOR THIS PACK COMING SOON!



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**BLUE**  
**CAMEL**



**WILLIAMSBURG**  
**BROOKLYN ★ NY**

Some call it the most famous hipster neighborhood. But it's not about hip. It's about breaking free. It's about last call, a sloppy kiss goodbye and a solo saunter to a rock show in an abandoned building. It's where a tree grows. It's Camel in the Williamsburg corner of Brooklyn.

Subway

**WILLIAMSBURG**  
**BROOKLYN ★ NY**

LOOK FOR THIS PACK COMING SOON!



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# ROUTE 66

Ladies and gentlemen,  
Camel has hit "The Mother Road." A full tank and a full feeling for the curves ahead, Camel gets its kicks on the original "superhighway." Cruising from Chicago to L.A., this famous road to freedom is paved to break free with pit stops, motel room memories and plenty of wonderful characters along the way.

1926 • BLUE •

**CAMEL**

FROM CALIFORNIA TO ILLINOIS

**ROUTE 66**  
THE MOTHER ROAD

LOOK FOR THIS PACK COMING SOON!

Diner Since 1913

MOTEL



The advertisement is a collage-style graphic. At the top left, a silhouette of a camel is inside a circular frame with the text "the BREAK FREE ADVENTURE". To the right, the text "10 WEEKS. LOCATIONS. THOUSANDS OF PRIZES." is displayed in a bold, stylized font. Below this, a pack of "BLUE CAMEL" cigarettes is shown, featuring a camel in a city street scene and the text "SEATTLE WASHINGTON". To the right of the pack, the text "SEATTLE WASHINGTON" is written in large, green, block letters. Below this, a paragraph of text describes the city's culture and history. At the bottom, a stylized map of Seattle is shown with a camel silhouette. The background is a textured, light blue and green surface.

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BLUE CAMEL

SEATTLE WASHINGTON

Home of grunge, a coffee revolution and alternatives who'll probably tell you they're only happy when it rains. It's the smell of vinyl in that hidden record store, that worn t-shirt and a ticket stub with a scribbled phone number—all with the bold spirit of our Gold Rush ancestors who didn't think twice before breaking free for the glowing future ahead.

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**THE BONNEVILLE SALT FLATS** UT

**BLUE CAMEL**

**THE BONNEVILLE SALT FLATS**

**LOOK FOR THIS PACK COMING SOON!**

**This is no backseat adventure.**  
Camel's been at the wheel of some of the fastest driving machines of history. What's faster than a racecar pulverizing the air at over 600 mph? Camel's back with the pedal pulsing and the clutch primed for popping. Buckle up—and break free.









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BLUE  
**CAMEL**  
SturgisSD  
LOOK FOR THIS PACK COMING SOON!

**SturgisSD**

Sometimes the only spot to break free is on the back of a bike. No doors, no windows—just a swift breeze cruising down the highway into the horizon. What awaits is the city of Sturgis—home to the mother of all bike blowouts. It's where hundreds of thousands of free-spirited festival goers gear up to celebrate the spirit of two-wheelin', good lovin' and easy ridin'.





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**BLUE CAMEL**

**NEW ORLEANS LOUISIANA**

With a nickname like **The Big Easy**, Camel just had to ramble down to N'awlins to snag a balcony, catch some beads and take in the bourbon-soaked fun below. It's the Birthplace of Jazz. Where po' boys and voodoo queens preside over a rich cultural gumbo, and where party people of every kind flock to get down and break free.

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**BLUE CAMEL CITY**

**WINSTON-SALEM NORTH CAROLINA**

**Cheers. You guessed right.**

**Welcome home Camel!**

If you guessed the North Carolina town where R.J. Reynolds started it all, well, go ahead and beam with Camel pride. After straying from the pack in search of an epic adventure, Camel returns to its roots in Winston-Salem. It's the final stop in this journey, but as always, Camel journeys on. Stay tuned next week to find out how.

**LOOK FOR THIS PACK COMING SOON!**