

# NEWS RELEASE



SONS OF  
NORWAY

For Immediate Release

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## Norwegian Experience 2007 Sons of Norway Launches New Recruitment Incentive

This year one lucky person is going to win the ultimate vacation, thanks to Sons of Norway and Borton Overseas. Beginning on January 1st, and running through the end of the year, the two companies are sponsoring the *Norwegian Experience* recruitment contest.

Courtesy of Borton Overseas, the winner of the *Norwegian Experience* membership recruitment contest will have a variety of different guided tours and cruises in Norway from which to choose! Whether they prefer a more active tour of the country, or a relaxing, pampered cruise, Sons of Norway and Borton Overseas will work with the winner to provide the ultimate experience.

Sons of Norway Fraternal Director, Eivind J. Heiberg says, “we think this will be a great opportunity and motivation for current Sons of Norway members. In exchange for taking just a couple minutes to tell their friends or others in their community about Sons of Norway they have a chance to win an all expense paid trip to Norway and enjoy the experience of a lifetime. Even better, the winner will be able to choose their own adventure.”

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### SONS OF NORWAY...

- ★ Is the largest Norwegian-American organization in the world
- ★ Works to preserve and promote Norwegian heritage and culture
- ★ Provides financial protection through quality insurance products
- ★ Awards scholarships and grants to support individual lodges in their studies, projects, programs and humanitarian efforts

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## **Norwegian Experience Page 2**

The winner and their guest will travel in style on a complimentary 10-day *Norwegian Experience* including upgraded international air travel, deluxe accommodations, and U.S. \$500 in spending money! In addition, the winner will enjoy an exclusive excursion to Hadeland Glassworks near Oslo, complete with a private guided tour to see how some of the world's finest glass and crystal are made, an opportunity to blow their own glass, a special three-course lunch, and a special gift certificate to purchase a keepsake from Hadeland's glass shop, all compliments of Hadeland Glassworks.

For more information about the Norwegian Experience Recruitment Contest, contact Sons of Norway at (800) 945-8851.

Sons of Norway was organized as a fraternal benefit society by 18 Norwegian immigrants in Minneapolis, Minnesota, on January 16, 1895. The purposes and goals of the Founding Fathers were to protect members of Sons of Norway and their families from the financial hardships experienced during times of sickness or death in the family. Today, the mission of Sons of Norway has expanded to include the preservation of Norwegian heritage and culture in our Society.

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