

# RCR Wireless News

RCR

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SnapTell & The Weinstein Co. Announcement Coverage

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**The Weinstein Co. and SnapTell** announced a two-week scavenger hunt contest in five markets to promote the release of Morgan Spurlock's documentary, "Where in the World is Osama Bin Laden?" The contest challenges contestants to search local businesses, schools and hangouts to find and take photographs with their mobile phone of strategically placed "reward" fliers. Contestants can send their photographs in to a special e-mail address for a chance to win \$1,000. The contest is taking place in Boston, Chicago, Philadelphia, San Francisco and Washington, D.C.