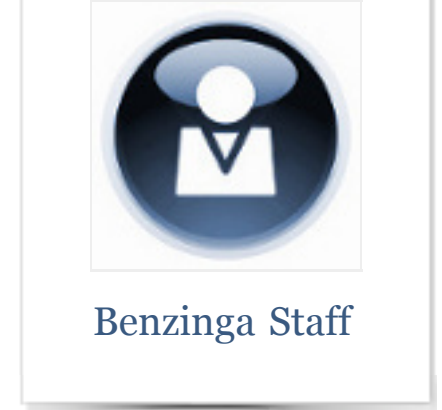


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Win a Romantic Giveaway for Two to Sunny Florida

PR Newswire PANAMA CITY BEACH, Fla., Jan. 31, 2011

PANAMA CITY BEACH, Fla., Jan. 31, 2011 /PRNewswire/ -- The Resort Collection of Panama City Beach teams up with Southwest Airlines Spirit magazine to present "LUV Is In The Air -- A Grand Romantic Giveaway."

To view the multimedia assets associated with this release, please click: http://multivu.prnewswire.com/mnr/resortspcbeach/48360

(Photo: http://photos.prnewswire.com/prnh/20110131/MM37979) All you have to do Is write a haiku so she Can spend time with you.

LUV Is In The Air will be the focus of the February 2011 issue of Southwest Airlines Spirit magazine, which reaches 3.2 million readers. This romantic giveaway is currently valued at \$30,000.

Southwest Airlines has contributed two round-trip airline tickets to bring the winning couple to their destination in Panama City Beach, Florida. The upscale fine jewelers McCaskill & Company, located in Destin, Florida, has donated \$10,000 in jewelry, and a romantic dinner for two at the award-winning Firefly restaurant in Panama City Beach also awaits the lucky couple.

To be considered eligible to win, contestants must tell their love story in a three-line haiku consisting of 17 syllables, where the first line is five syllables, the second is seven syllables, and the third is five syllables.

SOURCE The Resort Collection of Panama City Beach

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