

PRESS RELEASE

This year, Christmas will have the Taste of Good

You too can help DODONI to fill the sleigh of love with unique gifts

For yet another year, Christmas will have "**The Taste of Good**", the taste of **DODONI**. The leading dairy industry from Epirus is inviting consumers who prefer authentic, 100% Greek, **DODONI** products to take part in "[the Sleigh of Love](#)" competition, which aims at supporting the work of "The Smile of the Child" organisation, and offering unique **DODONI** gifts.

Specifically, **DODONI** is inviting the public to visit our specially designed microsite xmas.dodoni.eu to 'help Santa Claus' collect milk from the farms and transport it to **DODONI** factory. Furthermore, by filling in some details, consumers the tasty Christmas competition and get a chance to be one of 10 lucky winners to receive unique **DODONI** gifts.

Through this action, **DODONI** will offer gifts full of love —gifts with the "Taste of Good"— to "The Smile of the Child" organisation in Athens, Egio and Corfu.

The competition will run until 31 December and the winners will be announced on the company's Facebook page <http://www.facebook.com/Dodoni.SA>

The action "[the Sleigh of Love](#)" was designed and realized for **DODONI** by McCANN Athens / McCANN Worldgroup.