

Simplest way to get to the Grey Cup – Paint your face with makeup!

belairdirect challenges Canadian football fans to get “Game Ready” for Grey Cup season with CFL players makeup simplified tutorials

As an official sponsor of the Canadian Football League (CFL), belairdirect is taking Grey Cup fever to the next level by offering fans the chance to win an experience of a lifetime, with the launch of its Game Ready contest across the country. The contest runs from October 1 to November 4, 2018.

“As a proud partner of the CFL, we know that the fans are some of the best in Canada. This is why we’re proud to bring to life our partnership with the Game Ready contest and offer fans the opportunity to win the ultimate experience at this year’s Grey Cup,” said Humberto Valencia, Vice President, Marketing, belairdirect. “At belairdirect, we make things simple. It’s at the heart of what we do and the Game Ready contest is an example of how we’re breaking away from the traditional sports sponsorship, and bringing the simplicity our customers have come to expect, to the game of football.”

The winner of the belairdirect Game Ready contest will win an all-inclusive Grey Cup experience valued at approximately \$5,000*, which includes two tickets to the 106th Grey Cup Championship in Edmonton, a three-night stay at a hotel, transportation to and from Edmonton, gifts cards and a swag bag full of surprises.

Makeup Simplified

To help inspire creative game-day face-paint looks, belairdirect partnered with several CFL players as Beauty Gurus to guide fans in Makeup Simplified tutorial parodies, as a way to bring simplicity to the fan regiment. The simplest way to get to the Grey Cup is for fans to paint their face with makeup. Check out the [Contest Simplified](#) video including key makeup tips from some fan favourite players.

In addition, look out for inspiring and entertaining social media content from the following influencers who will be producing their own game-day face-paint looks:

[Brodie Lawson](#), CFL host

[Étienne Boulay](#), Former Montreal Alouettes player and current lifestyle influencer

[Rick Campanelli](#), Former ET Canada host and current television and radio personality

[Rebecca Bollwitt](#), BC’s most award winning lifestyle and travel blogger

Football Simplified

Simplicity is at the root of belairdirect’s commitment to customers, partnerships and brand promise. The belairdirect Game Ready Contest is just one of the many ways belairdirect is amplifying its Football Simplified campaign, which also includes activations such as a series of [makeup tutorials](#), [Insurance Simplified](#) videos, in-stadium booths, broadcast, OOH, and digital.

No purchase is necessary. To be eligible to win, entrants must be a legal resident of a province of Canada and have reached the age of majority in their province of residency at their time of entry in the contest. Full contest rules and regulations are outlined on [GameReadyContest.ca](#). The contest is open from October 1 to November 4, 2018.

*Total value of the prize package will vary depending on the travel cost between the winner’s place of residence and Edmonton. The odds of winning depend on the number of eligible entries received during the contest duration. Entrants must also answer a mathematical skill-testing question to be eligible to win.

About the Canadian Football League

Today’s CFL is more than just our great game of football. It’s fans sharing their excitement for what they see on the field, and what they experience off it. Stay up to date on all the non-stop action at [CFL.ca](#). And join all of Canada as we celebrate the 106th Grey Cup, presented by Shaw, this November in Edmonton.

About belairdirect

Founded in Quebec in 1955, belairdirect provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone or online. belairdirect was the first property and casualty insurer in North America to sell car insurance products online ([www.belairdirect.com](#)), attesting to the company’s innovative character. belairdirect is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in Canada and a leading provider of specialty insurance in North America (TSX : IFC - [www.intactfc.com](#)). belairdirect is a proud partner of [Breakfast Club of Canada](#). For more

information, please visit belairdirect.com or follow belairdirect on [Facebook](#), [Instagram](#) and [Twitter](#).

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