G’day and kia ora,

It’s the holiday season, and you know what that means: time to wear the sweater! Yes, *that* sweater. Folded in the back of your closet, in all its red-and-green knitted glory, lies the ugliest Christmas sweater Santa’s ever seen.

**And it could win you a trip to New Zealand** (where it’s the middle of summer)!

If you can grin and wear it long enough to allow photographic proof of you in *the sweater* (and teach Grandpa Joe how to use a newfangled camera), enter Air New Zealand’s Ugly Sweater Contest!

From now ‘til Santa comes down your chimney (11:59 p.m. Pacific on December 31st), submit your photos [online](http://www.facebook.com/AirNewZealandUSA)—and commiserate with your fellow ugly Christmas sweater wearers.

So make Aunt Gertrude proud *and* give yourself a chance to win a trip Down Under! I’d love if you could share the promotion with your readers and give them a chance to break out their snowflake chic.

Happy sweatering,

Ashley (your Air New Zealand elf)

P.S. Those rhinestone snowflakes are actually kinda cute! The candy cane piping, not so much…

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