USA TODAY Launches 'Mobile Hoopla' Contest

MCLEAN, Va., /PRNewswire/ -- USA TODAY announced today the launch of a made-for-mobile bracket contest, Mobile Hoopla, in conjunction with the annual Men's College Basketball Tournament. Participants will be allowed to sign in using their Facebook or e-mail credentials, make their bracket picks, post on their Facebook page that they are playing, and compete in a national contest for a chance to win one of five Xbox 360 consoles with Kinect. The contest is sponsored by USA TODAY and promoted via Microsoft Tags.

Microsoft Tag is a 2D barcode that lets you seamlessly connect offline materials to the digital world. Readers can go to http://gettag.mobi/ on their internet-enabled mobile devices to download the free Microsoft Tag Reader application. After the app is downloaded, readers may scan the Mobile Hoopla Tag in the newspaper, unlocking more details on the contest.

La Quinta Inns & Suites is the exclusive promotional sponsor of Mobile Hoopla. "It's exciting to be a part of an interactive marketing program that enriches the user-experience by bridging their print and digital worlds," said Amy Bartle, La Quinta's director, media and digital marketing. "Using new tools such as mobile barcodes creates unlimited opportunities to offer great experiences to our consumers."

For full contest details, please go to: http://www.mobilehoopla.usatoday.com/ via a mobile device for more details.

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