

Winn-Dixie Ties in with Fox's Because of Winn-Dixie

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New York -- In a no-brainer of a tie-in, supermarket chain Winn-Dixie is linking to Fox's upcoming film, *Because of Winn-Dixie*, with a new effort designed to reward those who fill shopping baskets ever higher.

This week, the Jacksonville, Fla.-based chain began offering free tickets to the movie for every purchase over \$200. Those who tally up more than \$250 also get a copy of the book of the same name. For \$300, consumers get tickets, the book and a plush toy version of the dog in the movie, which is named Winn-Dixie.

The promotion runs through Jan. 30 and is supported with TV and radio ads. Fox's movie, starring Jeff Daniels and singer Dave Matthews, is set to open on Feb. 18.

-- Todd Wasserman