

TRUKFIT Launches "#TRUKNYC" Contest To Meet Austin Mahone In New York City For Thanksgiving

Written by Australian Business

NEW YORK, Oct. 30, 2013 /PRNewswire/ -- To help bring in this Thanksgiving holiday in style, Lil Wayne

, and his full lifestyle apparel brand TRUKFIT announced today their nationwide Instagram video based contest, #TRUKNYC. The contest will award one winner and their guest an all-expense paid trip to

New York City

for two-nights to meet pop music phenom

Austin Mahone

. In addition to meeting Mahone, the winner and their guest will be provided dinner at a five-star restaurant, and a new TRUKFIT wardrobe.

To enter the #TRUKNYC Contest, consumers must follow the TRUKFIT account on Twitter (twitter.com/trukfit) and Instagram (instagram.com/trukfit) and submit now (October 30th) through

November 6

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one original 15-second Instagram video which highlights reasons why they deserve to #TRUKNYC. One winner of the contest will be announced during the week of

November 18

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Austin Mahone was just awarded the "Artist to Watch" award during the 2013 *MTV* Video Music Awards in

New York City

. The budding pop star is readying his debut solo album set for release in 2014 on Chase/Republic Records.

"Let's go Mahomies! Enter to win! I can't wait to meet you and help you get your 'TRUK' on!," said Mahone.

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The #TRUKNYC contest winner and a guest will be flown to New York City from November 26th

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November 28

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and will be provided hotel accommodations by Gansevoort Hotel.

TRUKFIT recently launched their Juniors line with Young Money Entertainment recording artist, Chanel West Coast, which features an array of apparel including t-shirts and fashion tops, active knits, outerwear and accessories. Although it has its own identity, TRUKFIT Juniors has many pieces influenced by TRUKFIT Mens. The line was creative directed and designed by Lil Wayne

and his longtime stylist

Marisa Flores

TRUKFIT is available at Dillard's, Macys, Zumiez, Tillys and Dr.Jay's stores across the nation, as well as online at Karmaloop.com and Trukfit.com, their official website.

For more information about the #TRUKNYC Contest, please visit www.trukfit.com/article/trukny or the brand's Facebook (

www.facebook.com/TRUKFITapparel

), Twitter (

www.twitter.com/TRUKFIT

) or Instagram (

www.instagram.com/trukfit

) pages.

ABOUT TRUKFIT Launched in January 2012, TRUKFIT is a full lifestyle apparel brand that draws influence from many aspects of pop culture including music, street art and action sports. TRUKFIT's style philosophy overlooks trends, rather placing a sharp focus on comfort, durability, quality fabrics, bold graphics and the perfect fit.

ABOUT AUSTIN MAHONE At just 17 years old, singer/songwriter Austin Mahone is poised for stardom. Not only did Austin recently win the

MTV Video Music Award for "Artist to Watch,"

but his hit single,

"What About Love" has gained over 48 million views

on YouTube and can be heard on top radio stations around the nation. Austin recently wrapped up on

Taylor Swift's

RED Tour and will head out on his first ever headlining tour presented by MTV Artist To Watch!

Mahone first made his mark on the scene by selling

out

New York's

famed Best Buy Theater within minutes of on-sales

, after releasing his single "Say You're Just a Friend," featuring

Flo Rida

and smash hit, "Say Somethin."

SOURCE TRUKFIT

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