

So you think you know  
the West End? Look again!  
Find our hidden gems.

# JOIN THE SEARCH FOR GEMS

Solve the clues, find the businesses & you could win

**\$4000** in prizes

including:

- \$1000 cash
- Jets gift package including you and a friend going to a game
- Pearl necklace and bracelet
- 18-speed mountain bike
- Hotel stay
- Guitar

...and much much more!

**PLUS** weekly prizes from great West End businesses

Check your Monday WINNIPEG FREE PRESS each week, starting Monday, Feb. 13th for that week's first clue!

5 WEEKS OF PLAY

**Feb. 13-Mar. 18/12**

Details available at [www.westendbiz.ca](http://www.westendbiz.ca) or call us at 954-7900

## EMERALD SPONSORS

Encore Musical Instruments  
Fairfield Inn & Suites  
Gooch's Bicycle & Hobby Shop  
Independent Jewellers  
Norampac Winnipeg  
Spectrum Health Centre  
SRS Signs & Service

## SAPPHIRE SPONSORS

Cancentral Card & Supply  
Eat It  
elements - The Restaurant  
Federated Insurance  
KUB Bread  
Lange's Pastry Shop  
Mallabar Apparels  
MC College  
Mordens' of Winnipeg  
Pet Traders  
Prairie Stained Glass  
Roy's Florist  
The Old House Revival Company  
University of Winnipeg  
X-Cues Café & Billiards

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BUSINESS IMPROVEMENT ZONE

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