



2015 E. EXCEL INCENTIVE TRIP

# The Heart of Europe



P R A G U E

B U D A P E S T

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[www.eexcel.net/HeartOfEurope](http://www.eexcel.net/HeartOfEurope)



Join your fellow E. Excellers on this fun-filled adventure as we travel to the Heart of Europe in 2015! The historic, beautiful cities of Prague and Budapest are sure to amaze, awe, and inspire with their rich culture and breathtaking beauty. You won't want to miss this chance to join us as we travel for the first time to this culturally rich and diverse continent. Don't miss this opportunity to discover Europe while you laugh, love and learn with your E. EXCEL family!

CONTEST PERIOD: DECEMBER 1, 2014 – MAY 31, 2015 • TRAVEL DATES: AUGUST 2015

# P R A G U E



Prague, the Czech Republic's capital and largest city, was ranked fifth "Best World Destination" by TripAdvisor in 2014!





### Food

The lively culture of the Czech Republic is reflected in the delicious local fare you'll sample when you join E. EXCEL in the Heart of Europe! Lunch is the main meal of the day for most, and you'll be able to fill up on delicious traditional dishes usually centered around pork and chicken and accompanied with dumplings and potatoes. You won't wander too far in the heart of the city without being enticed by the aroma of Czech style hot dogs and traditional mulled wine all readily available from street vendors and cafes using generations old family recipes. The delicious treats available from these same charismatic street vendors will surely lure you into quaint cafes as you soak in the city. From crepes to unique local fruit dumplings called *ovocné knedlíky*, you'll find exactly what you're looking to sample within easy reach!

### Music

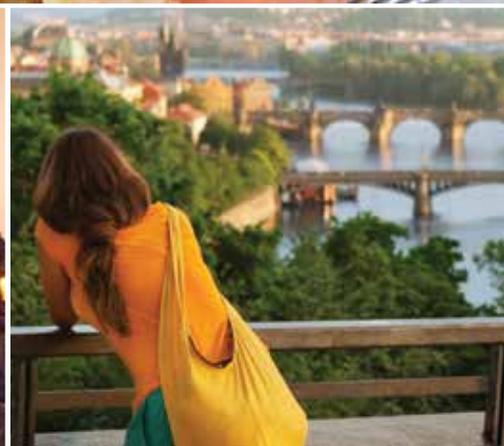
Prague overflows with musical culture! Many famous musicians, including Mozart, have left remnants of their influence throughout the city. The Czech Museum of Music is housed in the beautiful Baroque church of St. Mary Magdalene—a 17th century architectural masterpiece. In it's collection you'll find instruments

made by Czech master craftsmen, as well as instruments played by musical greats from centuries past. As you stroll the beautiful streets of Prague you'll also be serenaded as street musicians playing traditional Czech music provide a soundtrack to your unforgettable journey with E. EXCEL.

### Art

The rich culture of Prague is evident in the art that envelopes the historic city. Obvious in the spires of the majestic architecture and the small galleries sprinkled along its streets, the city of Prague is a treasure trove of beautiful art. The Prague City Gallery has an art collection split amongst several sites mostly in the old town that tourists can dip in and out of as they take in the sights and sounds around them. For a one stop shop for the art lover you won't want to miss the Czech National Gallery. This museum houses an amazing collection spanning centuries far in the past to unique temporary displays of modern art like *1984—the year of Orwell* and *The Dragon Awakens—contemporary art inspired by East Asia*. Whether you favor ancient art or new works, paintings or astoundingly beautiful buildings, Prague, *The City of a Hundred Spires*, graciously provides it all.

Prague



# BUDAPEST

Prague

Budapest

Nicknamed the Pearl of the Danube, Budapest is one of the largest cities in the European Union. The city embraces the famous river and boasts entrancing views from both of its banks. Condé Nast Traveler ranked the stunning Hungarian capital “The World’s Second Best City” — travel with us and see why!

## Food

Hungary’s capital city is the epicenter of a beautiful, rich culture. Crucial to experiencing what it’s citizens have to offer is a chance to sample traditional Hungarian fare. Rich dishes featuring pork, beef, veal, and poultry are the center of Hungarian food and are perked up with the use of paprika and other spices. **Gulyás** soup featuring beef, potatoes, and paprika, commonly known as goulash soup; **töltött káposzta**, cabbage rolls stuffed with meat and served with a paprika sauce and sour cream; and **kürtoskalács**, sweet pastries cooked on a spit and then coated in butter and rolled in cinnamon sugar or chocolate, are just a few of the delicious foods you’ll sample when traveling with E. EXCEL in this exciting cultural center! Like most cultures, communal gathering spots are common and coffeehouses are the best places to get a glimpse of local life. Pop into one of the many traditional coffeehouses to enjoy a tasty cup of coffee, a local pastry, and a tiny glimpse into Hungarian life.

## Music

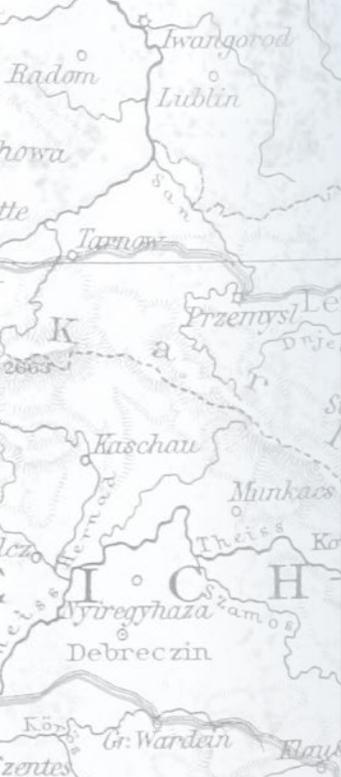
Budapest boasts a proud musical history as home to famous classical composer Franz Liszt, the world renowned Hungarian National Philharmonic

Orchestra, and the stronghold of its own unique folk music. The folk music of Budapest covers a wide range of tastes and styles. This includes classical music accompanied by the cimbalom, a Hungarian folk instrument played by striking strings with a pair of hammers, styles influenced by Eastern European cultures, and even modern electronica! Budapest is heavily saturated with traditional opera houses, modern and traditional dance theaters, and other venues for you to enjoy new music and music of the ages. If the many street performers you’ll have the pleasure of being an audience to isn’t enough, the performance of a lifetime is just a theater ticket away!

## Relaxation

Budapest, commonly known as *Spa City*, is home to hundreds of thermal springs. These baths are quickly becoming the most sought after travel destination of many European countries and now E. EXCEL is taking you there! A remnant of Turkish culture, these bathhouses have quickly been folded into Hungarian culture. It won’t be hard to find a bathing experience that will allow you to soak in the relaxing, therapeutic waters and take advantage of their many spa services.





# Become a VIP! Extend your stay and more!

Become a Heart of Europe VIP and your incredible trip will get even better! Our VIPs receive additional benefits making this once-in-a-lifetime European adventure even more unforgettable. The valuable extras you'll receive include:

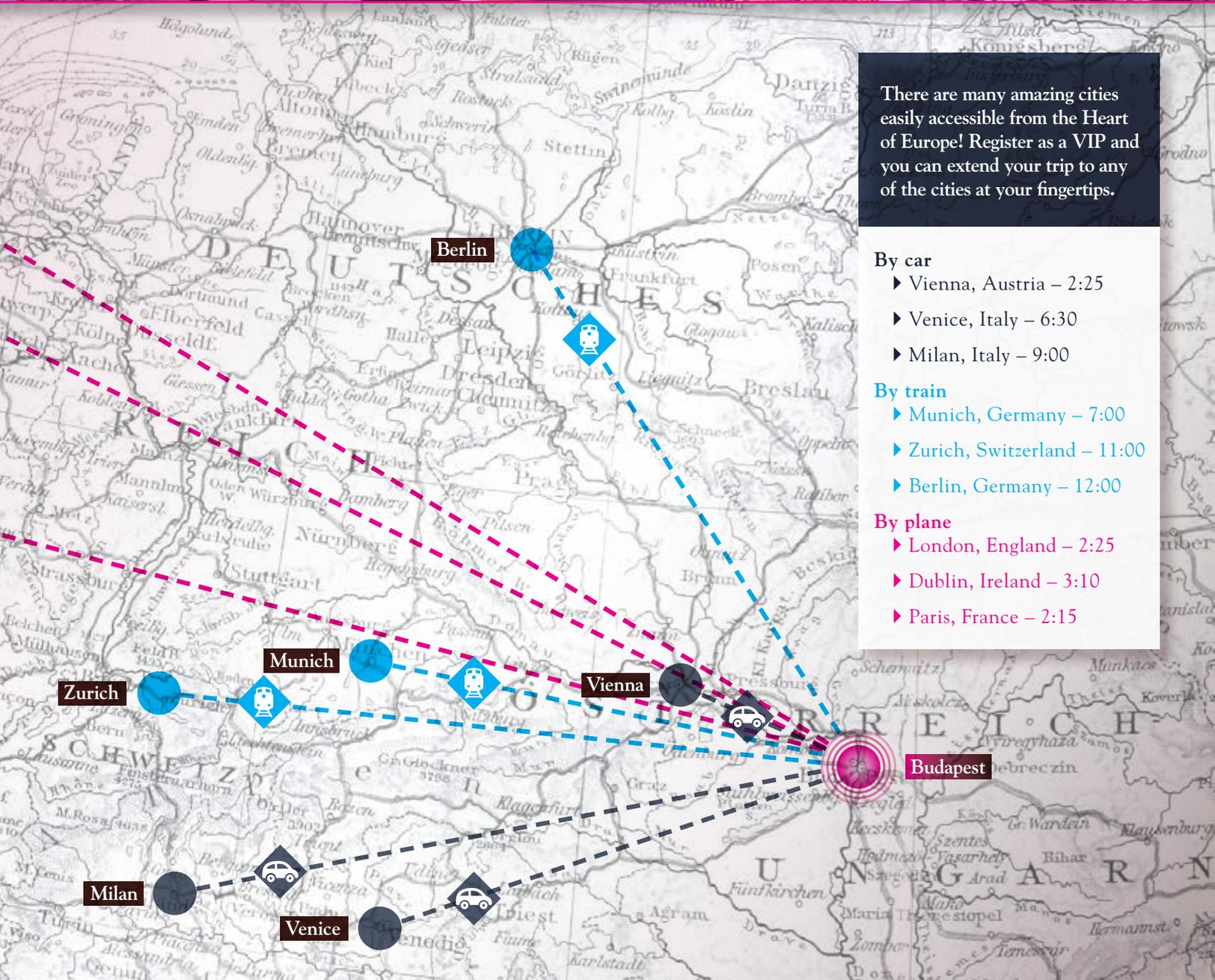
- ▶ Bonus SHARE points for an extra boost to win
- ▶ The ability to extend your trip at no extra cost. You are free to make travel arrangements to see and experience even more!
- ▶ \$100 E. EXCEL product certificate
- ▶ \$50 spending money upon arrival
- ▶ *and more!*

Dublin

London

Paris





There are many amazing cities easily accessible from the Heart of Europe! Register as a VIP and you can extend your trip to any of the cities at your fingertips.

**By car**

- ▶ Vienna, Austria – 2:25
- ▶ Venice, Italy – 6:30
- ▶ Milan, Italy – 9:00

**By train**

- ▶ Munich, Germany – 7:00
- ▶ Zurich, Switzerland – 11:00
- ▶ Berlin, Germany – 12:00

**By plane**

- ▶ London, England – 2:25
- ▶ Dublin, Ireland – 3:10
- ▶ Paris, France – 2:15



# An Opportunity for a Richer Life

Earning a place on any E. EXCEL travel incentive trip is a point of pride! It requires hard work and true dedication. By securing your spot to the Heart of Europe you'll have proven to yourself that your pursuit of your E. EXCEL dream is worth it—all while growing your E. EXCEL business!

By achieving the necessary points in each category—Share, Grow and Build—you'll develop habits that will rocket you to success and build a solid network to help grow your business as you share Nutritional Immunology with others. If you're looking for a challenge with a fantastic reward that

includes not only this once-in-a-lifetime E. EXCEL European vacation, but also a stronger, more successful E. EXCEL business even after the contest ends, you can't miss the opportunity to be part of E. EXCEL's 2015 Travel Incentive Contest to the Heart of Europe!



## How To Win\*

Win this unforgettable E. EXCEL vacation to the Heart of Europe by earning points in three categories; Share, Grow and Build.

### Total Points Needed to Win:

First Prize: Trip for One - 3,000 Points

Grand Prize: Trip for Two - 5,500 Points

### SHARE

Earn Share Points by simply sharing E. EXCEL with others! During the contest period, every time you are the Referring Sponsor of a new Club of Excellence member who purchases an Excelerator Pack, you could earn 100 points or more!

### GROW

Earn Grow Points by helping others in your organization grow! Helping others grow and achieve higher ranks demonstrates your leadership skills and will earn you GROW points toward an amazing reward for yourself!

### BUILD

Earn BUILD Points by increasing your monthly Personal Group Volume. The science of Nutritional Immunology is the foundation on which E. EXCEL is built and your efforts to instill this knowledge in others will result in an increase in volume as people understand the value of E. EXCEL products!

\* For full details, go to [www.eexcel.net/HeartOfEurope](http://www.eexcel.net/HeartOfEurope)

To see a version of this brochure in Chinese, go to [www.eexcel.net/HeartOfEurope](http://www.eexcel.net/HeartOfEurope)

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