

SOUTHPORT

ENGLAND'S CLASSIC RESORT

Media Release

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Penny Marathon for Conference Team during Tourism Week

Sefton Council and Southport Conferences will be showing their support for the annual British Tourism Week (12-20th March) to highlight the value of meetings and events to Southport, whilst raising money for a good cause.

This year's campaign has a coastal theme and teams from the conference bureau alongside a local charity will be embracing some great seaside traditions by taking part in a sponsored 'slotathon' on Sunday 13th March in Southport's Penny Arcade Museum. Located in the Pier Pavilion at the end of Southport Pier, the Museum houses one of the largest collections of antique penny slot machines in the country, with some machines being more than one hundred years old.

The event will be raising money for Freshfield Animal Rescue, a local independent charity which works hard to re-home abandoned, mistreated and unwanted animals.

The 'slotathon' will be a particularly representative of one of Southport's key messages and most attractive quality in the business tourism market, its affordable, high quality conference offering.

Mike Booth, Cabinet Member for Leisure and Tourism, Sefton Council, commented; "The activities that the team will be taking part in during British Tourism Week, will not only help raise money for a great cause, but will also significantly help in raising the profile and the value of the events and conferences that Southport hosts each year."

During British Tourism Week, the Southport Theatre & Convention Centre will play host to the Aglow International Leaders & Members conference. The two day event is expected to attract around 600 people and generate an estimated half a million pounds of revenue for the town.

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Events such as this are responsible for generating tens of million of pounds of economic benefit to Southport each year and support hundreds of jobs. Southport also has a dedicated business tourism steering group, and with its recent investment in its venues and services, the area is now fully recognised as one of the premier conference destinations in the North West.

For those wishing to sponsor the participants or to make a donation to Freshfield Animal Rescue, please visit www.freshfieldsrescue.org.uk. Alternatively, come along to watch the team in action on Sunday 13th March, where there will be representatives from the charity collecting donations on site.

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For more information on Southport Conferences, please contact: Aimee Thompsett at Davies Tanner 01892 619100 or email aimee.thompsett@daviestanner.co.uk.

About British Tourism Week

British Tourism Week takes place 12-20 March 2011. His Royal Highness the Prince of Wales is patron of British Tourism Week and his involvement will help raise the profile of the week and of the tourism industry. BTW is organised by VisitBritain with the support of the Tourism Society, the UK's regional and national tourist boards, and an Executive Council with representatives of the tourism industry from the public and private sector.

About Southport Conferences

The cosmopolitan seaside resort of Southport combines traditional Victorian style with sophisticated modern developments. Easily accessible by car, rail, air or sea, Southport offers a variety of conference and meetings venues, a vast range of incentive and leisure activities and a huge choice of quality accommodation, all supported by a dedicated conferencing team.

www.southportconferences.com