

PRESS RELEASE

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Anniversary party gives kids a break

Selling Long Haul has marked its 20th anniversary year with a celebratory travel trade party with a charity raffle which raised over £1200 for the Family Holiday Association.

The event, held at The Chelsea Pestana Bridge Hotel just before Christmas, gathered together over 200 members of the travel industry together for some festive fun including the fund-raising prize draw.

The charity helps support holidays for disadvantaged families who cannot afford even a simple day trip to the seaside, far less a holiday.

Following the raffle, a cheque for £1233 has been sent to the charity to be used to send families on a UK seaside break and help support its 12 static caravans around the UK coast. Raffle prizes had kindly been donated by British Airways, Virgin Atlantic, Sandals, Resort Marketing International, Osborne & Ebel, Aldemar Royal Mare & Thalasso, Rotana Hotels and the Bahamas Tourist Office.

John McDonald, Director for the Family Holiday Association, said: "We are very grateful for this very generous donation. A seaside holiday is a simple pleasure that most of us take for granted, but which is beyond the reach of millions of people in the UK. This donation will help children living in poverty have a break away with their family."

Selling Long Haul is the flagship publications of BMI Publishing which also produces *Selling Short Breaks & Holidays* magazine, *The Business Travel Magazine* and over 50 online travel trade training programmes through Travel Uni. www.bmipublishing.co.uk

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