



Press Release

31st March 2009

HARIBO SPONSORS CITY SIGHTSEEING FOR A SECOND YEAR

City Sightseeing, the World's leading city tour bus company, is delighted to announce that for the second year its Kids Club will be sponsored by leading confectionery brand and lover of all things fun, HARIBO.

Issuing 150,000 free Kids Club packs throughout the UK, in around 25 tour locations over the next year, City Sightseeing will use the association with HARIBO to engage with its younger audience and encourage involvement while on the tours.

Each free Kids Club pack contains a small bag of HARIBO Starmix, a 6 pack of mini felt pens and an activity passport with great games and puzzles for the children to enjoy and keep.

A fantastic colouring competition is also on offer to all youngsters, asking that they showcase their creative and artistic skills by drawing a picture of themselves on a City Sightseeing tour bus.

With a Superbreak 2 night family weekend for four at the 4* Marriott Hotel, Regents Park, with return rail travel from any mainline UK station and top priced seats to see Wicked at The Apollo theatre as first prize, it is easy to see why so many entries are received.

On top of this further prizes include a Bella Italia Kids Birthday Package, which offers a party for up to 10 children at the nearest restaurant and a family Ticket to any of the Dungeons Attractions in the UK. Plus 8 Mi-Vox pre-loaded audio players each with 8 Horrid Henry stories by Francesca Simon.

In addition numerous highly commended prizes of City Sightseeing family tickets for any tour, HARIBO Club membership for one year and HARIBO merchandise and treats are all on offer.

City Sightseeing Manager Director, Steve Newman said: "In these difficult times, we are delighted to continue our partnership with HARIBO to offer our free activity packs for families, to provide this extra treat for the children".

Brand Manager for HARIBO, Katy Clark said: "The Kids Club is a great way to get the children involved with the tours and provide them with an extra special treat and a fun activity. With so many fantastic prizes up for grabs it is surprising more adults don't ask to join in too!"

Ends

For more information about City Sightseeing please contact : Mandy Gaughan on 01785 816411 or Mandy.Gaughan@city-sightseeing.com

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