

First Choice for family holidays with more FREE Child Places than ever before

Submitted by: TUI UK
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As the credit crunch bites, we are all looking for something for free. This year First Choice is offering more free child places than ever before across family holidays (<http://www.firstchoice.co.uk/sun-holidays/family-holidays>). These free child places are available across a wide range of great family properties, most of which offer free kids clubs and other fantastic activities to keep your children occupied on holiday without breaking the budget.

Last year First Choice took over 70,000 FREE kids on holiday – that's an incredible 386 airplane loads of excited children. In addition they taught over 7000 kids to swim at their Swim Academies, which is enough to form a relay race to cross the English Channel over 10 times. They taught 4000 budding Beckhams to play football, equivalent to 363 football teams, and 1500 kids to sing, dance and act, which is enough kids to fill the cast of High School Musical 65 times all absolutely free of charge.

First Choice has more kids clubs than any other holiday company and it's Holiday Villages not only offer a wide variety of clubs for children aged three years and up, kids can learn to swim at Swim Academy taught by ASA or equivalent, qualified swimming teachers, play football at the Reebok Football Academy, sing, dance and act at Razzamataz Stage Academy and even learn to work a turn table with DJ lessons.

No one needs miss out on the fun on on a First Choice family holiday (<http://www.firstchoice.co.uk/sun-holidays/family-holidays/>) Even the little ones can learn a Yoga move or two on a Tatty Bumpkin course while adults can take advantage of the spa, gym or a peaceful snooze in the shade.

With all this included, a Free Child place is all the more attractive and the popularity of this offer means places will get booked up quick. This genuinely fantastic bargain can make a real difference to the cost of your family holidays (<http://www.firstchoice.co.uk/sun-holidays/family-holidays>) so it is advised to get booking early, especially when First Choice is also currently offering low booking deposits for summer 2009 holidays.

Not only does First Choice offer great value for money conscious families it is also an ATOL protected tour operator giving you peace of mind that your holiday is financially protected in these uncertain times.

First Choice offer seven night holidays in Lanzarote (<http://www.firstchoice.co.uk/holidays/lanzarote-holidays>) staying all-inclusive at the 4 Sun Holiday Village Sun Tropical from just £1925 per family of four departing from East Midlands Airport, on 23rd July 2009. This price is based on two adults and two children sharing, and includes accommodation on a self-catering basis, flights, transfers and all taxes and charges, and includes a free child place*.

For further information on Summer 2009 holidays, visit <http://www.firstchoice.co.uk>, call 0871 200 4455 or visit your local First Choice shop.

Ends

*Free Child Places have limited availability and come on a first come, first served basis, terms and conditions do apply, while under occupancy rates may be charged.

For further press enquiries please contact Claire Ioannou at claire.ioannou@firstchoice.co.uk or call 01582 648 730.