

Superbreak announce winner of Dream Break competition

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Superbreak, the short break specialist, has announced the end of its 'Win a Dream Break' competition, with Paul Marshall of Oldham, Greater Manchester picking up the £1000 prize fund with which to build his own dream break. The prize can be customised to the winner's content, so long as all components are purchased through Superbreak's site.

Superbreak (<http://www.superbreak.com/>) asked entrants to describe their ideal break in 20 words or less before 31 October 2009, with the winner's draw taking place on the following day.

Since the launch of the competition in September, the 'Build Your Dream Break (<http://www.superbreak.com/dream/>)' Facebook page has attained over 100 fans and Superbreak received 551 entries for the competition itself.

Paul Marshall has decided to spend his £1000 prize fund on a short break to Lake Garda, Italy, located in the Italian Lakes region, which is home to 17 of Superbreak's 300 Italian hotels.

Will Dunnett, Marketing Director at Superbreak said: "We never expected the Dream Break Competition to be so popular, with suggestions from right across the UK and Europe's most popular destinations. From day one we've literally been inundated with entries and are proud to announce the winner. We hope that we are able to pack more in to Paul's dream break with Superbreak's range of hotels, excursions and entertainments."

About Superbreak:

Superbreak is the internet division of Superbreak Mini Holidays Limited, the market leader for short breaks and hotels throughout the UK. Superbreak is part of Holiday Break plc, a publicly quoted leisure company whose share price can be found in most major UK newspapers, or at Holidaybreak.com.

Based in York, England, Superbreak specialises in booking cheap weekend breaks in 2-5 star hotel accommodation throughout Britain and Europe for the leisure traveller. Superbreak also offers other package selections such as theatre, concert and dinner outings as well as a variety of short breaks tailored to what people want from holidays - whether that's culture, adventure or relaxation.

Superbreak has also expanded to offer customers a wide choice of city and beach breaks overseas, airport hotels and extras, which are proving increasingly popular. With over 5,000 hotels, ranging from 2 star to 5 star, customers are certain to find the ideal hotel for their short break.

Today more than 1.5 million customers enjoy short breaks from Superbreak which include theatre breaks, theme park and attraction breaks and luxury breaks

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