

First Choice and Ocean College staff have held the world's deepest pub quiz under the Red Sea in Egypt

Submitted by: TUI UK
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First Choice (<http://www.firstchoice.co.uk/>) and Ocean College dive school staff have held the world's deepest pub quiz, under the Red Sea, in order to raise money and awareness for the Family Holiday Association. The quiz took place yesterday morning complete with a few beers on the seabed at Na'ama Bay in Sharm el Sheikh.

The underwater quiz is part of the Family Holiday Association's World's Biggest Pub Quiz (<http://www.bigpubquiz.org/>), which around 40,000 people are estimated to be taking part in around the country. The Family Holiday Association provides breaks for severely disadvantaged children and their families, all of whom are coping with difficult circumstances such as poverty, inadequate housing, chronic illness or bereavement.

Billy Stewart, the Experience Manager for the First Choice Holiday Village Red Sea (<http://www.firstchoice.co.uk/sun-holidays/holiday-villages/?VLID=FCM23>) says: "The quiz was great fun to do under the water in the Red Sea, and we look forward to seeing whether it is the world's deepest pub quiz. Diving is so popular out here in Egypt that it made sense for us to do our quiz underwater. The Family Holiday Association is a fantastic cause and one that both First Choice and Ocean College are really pleased to support."

Joe Hipgrave, Family Holiday Association Fundraising Manager, said: "We're really grateful to First Choice and Ocean College for hosting a quiz underwater. It sounds as if it was a great event and the money raised will help more severely disadvantaged families enjoy a much-needed break in 2010."

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* The record for the world's deepest pub quiz is in the process of verification.

Notes to editors:

No damage was done to the reef during the pub quiz, and all props bought into the sea for the quiz were taken out afterwards.

2.5 million children in the UK live in families that are too poor to afford even a day trip.

The Family Holiday Association is a registered charity which, for more than 30 years has been supporting disadvantaged families by helping them gain access to holidays.

In 2009, the charity helped over 1,600 families to have a break away from home.

First Choice is part of the TUI Travel Group. The company and all its ancillary companies are supporting the work of the Family Holiday Association.

