

Midcounties Consortium is Good Match for Wedding TV Travel

Submitted by: Midcounties Co Op Travel

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An overseas wedding and honeymoon business which said 'I Do' to a partnership with The Midcounties Co-op Travel's new consortium says the match is proving a successful one.

Wedding TV Travel was formed to meet the demand of viewers who were inspired by features on its specialist wedding television channel and needed help to realise their dreams of marrying in exotic locations.

Head of Media Sales, Nick Tiday said: "We joined the consortium to give us the benefits and strengths from a unified group of independent agents. We were impressed by Midcounties' approach and its commitment to working together for the good of all.

"The business has got off to a great start since we formed in June. We believe we have chosen the right partner to help it to continue to flourish and grow."

Wedding TV on Sky Channel 266 focuses on everything connected with weddings from fashion and beauty to wedding venues. Travel for weddings abroad and honeymoons feature heavily. It prompted the setting up of the travel business with specialists to put packages together for couples, families and friends. The Caribbean and Indian Ocean are particularly popular destinations.

Midcounties' Alistair Rowland, Group General Manager of Travel Services, said: "As an independent co-operative consortium we can deliver real benefits to our members. We are delighted that Wedding TV Travel is seeing the positive results. We are ready to welcome other agents with the right quality of business who share our vision and we are in talks with a number of potential new members."

The consortium will retain principal ATOL status for each of its members.

Midcounties has embarked on a strategy of rapid growth as it aims to become one of the best independent travel retailers in the country, with co-operative values at its core.

Ends

Notes to Editors

The Midcounties Co-operative has its headquarters in Warwickshire, with trading outlets in Oxfordshire, Gloucestershire, Wiltshire, Shropshire, West Midlands, Worcestershire and the surrounding counties.

The Society's trading groups are food retail, funeral, travel, pharmacy, childcare nurseries, employee benefits and energy. The Midcounties Co-operative is the largest independent co-operative society in the UK and has more than 470 branches, and 245,000 active trading members. It is in The Sunday Times Best 25 Big Companies To Work For list for the second year running.

The Society's mission statement is 'To be a successful consumer co-operative working towards creating a

better, fairer world, and to enhance the lives of our colleagues, members, customers, and the communities we serve'.

For more details call Lorna Bishop at Seal on 0121 616 5800. Visit www.midcounties.coop

The United Nations General Assembly has declared 2012 as the International Year of Co-operatives, highlighting the contribution of co-operatives to socio-economic development, particularly their impact on poverty reduction, employment generation and social integration. The Year will highlight the strengths of the co-operative business model as an alternative means of doing business and furthering socio-economic development.

About The Midcounties Co-operative Travel

Co-operative Travel offer a variety of holidays, flights and hotels. They are providers of all inclusive deals (<http://www.cooptravel.co.uk/Cheap/All-Inclusive-Holidays>), as well as last minute holidays online (<http://www.cooptravel.co.uk/Cheap/Last-Minute-Holidays/>) and late cruise deals in 2012 (<http://www.cooptravel.co.uk/cruise/>).