

# UK Christmas World Teams Up With Channel 4's "King of Christmas" for a Series of Festive Videos'

Submitted by: UK Christmas World

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To help with the countdown to the festive season, UK Christmas World (<http://www.ukchristmasworld.com/Pages/Videos.html>) has signed up the 'King of Christmas' Paul Toole to highlight a selection of their vast range of Christmas trees, lights and decorations.

With Paul Toole's help, UK Christmas World will release a new video every few days in the run up to Christmas. Each video will showcase various products, giving festive fans different ideas as they look to decorate their homes for the holiday season.

Paul Toole (<http://www.paultoole.org>) can proudly say that he has the biggest and best Christmas light display in the country, spending almost £10,000 on lights each year and attracting thousands of people to Manning Close every evening in the run up to Christmas.

Every year, Paul Toole takes Christmas decoration to a whole new level with the Manning Close Christmas Light Show, which features over 60,000 LED lights. It also includes live music, mince pies and mulled wine, whilst raising money for the Make-A-Wish Foundation.

Eddie Riby, Managing Director of UK Christmas World, stated: "With Paul's experience with Christmas decorations, there is clearly no one better suited to help fellow Christmas enthusiasts get ready for the holiday season. Through our videos, you will see all the different options available for anyone looking to brighten up their homes this winter."

For the upcoming holiday period, UK Christmas World has released 3 new catalogues highlighting their wide range of decorations. This includes a large selection of artificial Christmas trees, LED indoor and outdoor Christmas lights (<http://www.ukchristmasworld.com>) and Christmas tree decorations.

UK Christmas World is part of the Direct Global Trading group, which was started in 2008 by young entrepreneur Eddie Riby. Direct Global Trading runs several multi-channel e-commerce websites. As part of the company's continuing growth, the business has recently moved to a new head office and larger warehouse facility in Barnsley, South Yorkshire.

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