

Burton announces winner of holiday to New York competition

Submitted by: pr-sending-enterprises

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Clothing giant Burton has announced the lucky winner of its recent competition to give away a free holiday in New York.

The contest, which was run in conjunction with the launch of Men In Black III, was won by Michael Bolton from Leeds, who will now be jetting off to the Big Apple. Mr Bolton also won £250 to spend on his trip.

After finding out he had been selected, Mr Bolton said: "Fantastic news, we can't quite believe it. We have never been to America, and a trip to New York will be truly awesome. The hustle and bustle of the city and its vibrancy are what appeals the most, we just can't wait to experience it. I will be taking my partner of 16 years with me - Jennifer Dove. Once again, many thanks for the brilliant news."

Burton, who specialise in mens suits

(<http://www.burton.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33052&storeId=12551&> and clothing, allowed customers to enter the competition via its Facebook app or from its website.

New York is one of the world's most popular tourist destinations and receives around 50 million visitors each year. The city is home to some of the world's most iconic landmarks, ranging from Times Square to the Statue of Liberty and Central Park.

The latest instalment in the Men In Black series, which was released on 25th May, was set in New York and proved to be both a box office success and hit with critics. The film takes in many of the sites of the city and sees Agent J (Will Smith) having to again save the Earth and his partner Agent K (Tommy Lee Jones). He has travels back to 1960s New York by jumping off the Crysler Building before joining forces with a younger Agent K (Josh Brolin) and facing off against the deadly Boris The Animal (Jermaine Clement).

To celebrate the forthcoming release of the film on DVD and Blu-Ray, Burton are running another competition to give customers the chance to win a weekend break at a four-star hotel in Manchester. Additionally, the men's jeans

(<http://www.burton.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33052&storeId=12551&> experts will give the winner £250 to be spent in-store. That means that the winner would be able to take advantage of the company's three current Manchester outlets during their trip, or any other of Burton's 400 UK stores.

The winner of the Men In Black III DVD competition will also receive the chance to take part in a unique wind tunnel flying experience, similar to Will Smith's character in the film. The competition runs until 30th November and can be entered through the Burton Facebook app (<https://apps.facebook.com/mibcompetition/pages/98367f71063b4d3b>).

About Burton:

Burton is the outfitter of the Modern British Man. It combines a long heritage of tailoring with a modern take on casual wear. Burton is one of the most successful menswear brands on the high street and has over

400 stores in the UK and Republic of Ireland.

Burton believes in combining accessible style with great value. It wants fashion to be easy and comfortable as well as stylish. The company prides itself on great fit, fabric and detail which can easily be added and combined to update any contemporary wardrobe. Burton embraces its British tailoring roots, in a great range of men's suits, but also understands the importance of kicking back in a great pair of jeans or skinny chinos

(<http://www.burton.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33052&storeId=12551&la>

Burton loves a good laugh and it loves its sport, but it also knows the importance of "looking the business".

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