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PRESS RELEASE

Local Museum Takes On Royal Attraction

Queen Victoria would not be amused but staff at the Black Country Living Museum are ecstatic! Last night the local attraction went head-to-head with Windsor Castle in the prestigious Group Leisure Awards for Best UK Attraction. Celebrating joint runner up position alongside the London Eye and Alton Towers, the Museum was just pipped at the post to first place by Windsor Castle.

Emma Middleton, Marketing Manager said: "This is a hotly contested award and the Museum took on some of the biggest and the best in the country. To win runner up position against such stiff national competition is a credit to everyone who works here. This accolade places the Museum firmly on the national map."

The annual Group Leisure Awards were presented in Birmingham last night in front of 400 members of the UK and international travel trade. Across 21 categories, former England Rugby World Cup winner and Dancing on Ice star, Kyran Bracken helped hand over the prestigious accolades, all voted for by readers of Group Leisure magazine and groupleisure.com.

Rob Yandell, managing editor & publisher of Group Leisure magazine, said: "It's a tough climate for many involved in the travel trade at the moment and so it was nice to be able to focus on the positives. Once again, the Group Leisure Awards have recognised the best on the biggest night for group travel this year. Congratulations to all of our winners and finalists."

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