

SOUTHPORT

ENGLAND'S CLASSIC RESORT

Media Release

February 2011

Southport's Fighting Fit!

Hundreds of competitors and spectators will descend on Southport this Saturday (19th) for the two day Keep Fit Association Championships.

The event, which has been taking place biennially since 1988, is organised by the Keep Fit Association. In its first visit to Southport, the competition will take place in the Southport Theatre and Convention Centre's Floral Hall and see 350 contestants from all over the UK compete for various coveted titles in exercise, movement and dance.

In addition, the contest is expected to attract just over 450 spectators each day, for which tiered seating will be installed, another first for the STCC.

With visitors and contestants packing out the town's hotels, the Keep Fit Association Championships are expected to generate an estimated quarter of a million pounds economic boost for the town.

Linda Moore, Keep Fit Association Events Director commented; "The STCC provided us with a cost effective offering for the contest, with the necessary amount of floor space and height needed for various events. Southport is a great place and the team at Southport Conferences (part of Sefton Council's Leisure & Tourism Department) have been really helpful in assisting with the event. We are confident Southport is going to provide a great home for the Championships."

Mike Booth, Cabinet Member for Leisure and Tourism, Sefton Council added; "Each year, Southport welcomes a real variety of events to the town, all the time generating millions of pounds for the local economy. This is the first time, the Keep Fit Association has come to Southport, we hope given our warm welcome and first rate services that they will choose to return for many years to come."

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Notes to Editor

For more information, interview requests or images please contact: Aimee Thompsett at Davies Tanner 01892 619100 or email aimee.thompsett@daviestanner.co.uk

About Southport Conferences

The cosmopolitan seaside resort of Southport combines traditional Victorian style with sophisticated modern developments. Easily accessible by car, rail, air or sea, Southport offers a variety of conference and meetings venues, a vast range of incentive and leisure activities and a huge choice of quality accommodation, all supported by a dedicated conferencing team.