

SOUTHPORT

ENGLAND'S CLASSIC RESORT

Media Release

February 2011

Southport Success at Keep Fit Association Championships

Hundreds of competitors and spectators descended on Southport at the weekend (19-20th March) 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 took place in the Southport Theatre and Convention Centre's Floral Hall and saw 350 contestants from all over the UK compete for various coveted titles in exercise, movement and dance. The contest also attracted just over 450 spectators each day, for which tiered seating was installed into the Floral Hall.

With visitors and contestants packing out the town's hotels, it is expected that the Keep Fit Association Championships will have generated an estimated quarter of a million pounds of economic boost for Southport.

Following the event, Tonia Duffy, Business Tourism Development Officer at Southport Conferences commented; "This was not just the first time the competition was held in Southport, but also the first time that tiered seating was used in the Southport Theatre and Convention Centre's (STCC) Floral Hall. As always, all involved worked really hard to make Southport as accessible as possible for the event and feedback so far has been really positive as a result."

Linda Moore, Event Director for the KFA Championships added; "Everyone involved in the event was overwhelmed with the Southport welcome, together with the friendliness and support of all staff at the STCC and we are working with the Southport Conferences team to finalise a date for the 2013 event"

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Notes to Editor

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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.