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## PRESS RELEASE

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### COME FLY WI' ME

#### **Monarch searches for ultimate Yorkshireman (or woman) to finally leave God's Own Country**

Yorkshire's proudest residents may never have felt the urge to leave God's Own Country, but that could be about to change for one intrepid Yorkshireman – or woman.

The UK's leading scheduled leisure airline and holiday operator, Monarch, is searching for Yorkshire residents for whom the county is so perfect that no overseas destination has ever been able to tempt them to holiday anywhere else.

To celebrate its growing number of routes available from Leeds Bradford<sup>®</sup> airport, Monarch is looking for the region's fiercest standard-bearer to send them on a voyage of discovery to the vibrant and cultural city of Barcelona. They will experience a weekend break soaking up the sun whilst exploring what Barcelona has to offer.

**Ian Chambers, Head of Digital and Marketing Monarch** says:

*"Yorkshire is an incredible place, however there's a whole world out there just waiting to be discovered – and it's so easily accessible flying from Leeds Bradford.*

*Monarch is now looking for Yorkshire's proudest residents who've never felt the need to holiday anywhere other than God's Own Country. We want to take them on a true trip of a lifetime and to report back with their uniquely Yorkshire take on what Barcelona has to offer."*

**Tony Hallwood Leeds Bradford<sup>®</sup> Airport Aviation Development Director** adds:

*"We are pleased to help Monarch find a Yorkshireman or woman who will fly locally and conveniently from Leeds Bradford and experience the excitement of an overseas holiday in Barcelona for the very first time. We are confident that the winner will fly back to Yorkshire after their holiday having enjoyed the trip of a lifetime."*

To enter and be in with a chance of winning a three night break for two adults to Barcelona all you need to do is write no more than 300 words on why you have never left Yorkshire, what makes you love the county and where you usually holiday. Email your submission along with your name and contact details to [monarch@bigdogagency.com](mailto:monarch@bigdogagency.com). The closing date is Monday 24 August 2015 and you need to be able to travel between 1<sup>st</sup> September and 31<sup>st</sup> December 2015 (excluding school holidays)

**ENDS –**