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## PRESS RELEASE

Issued: 5 November 2015

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### A Yorkshireman Abroad Revealed

#### **Yorkshireman to jet off for first time in his life following search by Monarch**

One of Yorkshire's proudest residents is about to take an intrepid step into the unknown as he experiences his very first holiday abroad, following a region-wide search by a UK airline.

Carl Mitchell, is so enamoured with God's Own Country that no overseas destination has ever been able to tempt him to holiday anywhere else, preferring instead to take a break on the East Yorkshire coast or take in the majesty of the Dales.

But all this is about to change for Carl, who is heading off on a voyage of discovery to Barcelona with the UK's leading scheduled leisure airline and holiday operator, Monarch, following its search for Yorkshire residents who had never felt the need to leave the county.

Monarch will be jetting Carl off from Leeds Bradford® for a weekend break to the Spanish regional capital of Barcelona staying at the Barceló Raval hotel and experiencing everything the vibrant and cultural city has to offer.

Carl says: "I'm immensely proud to be from Yorkshire and although I put a huge amount of care into my entry to pay homage to my county, I never expected to be selected.

"It's the variance of Yorkshire that I love so much – the dramatic Dales, the expanses of sandy beach, the history and the lively cities. I have previously always thought that Yorkshire really does have everything you could need and there is no need to go anywhere else.

"My friends and family are well travelled, and they do get a bit annoyed that I refuse to holiday anywhere other than Yorkshire. They are thrilled to finally get me on a plane and off to some sunshine!

"Barcelona will be a world away from anything I've experienced before – I'm excited, a bit nervous, and am looking forward to discovering whether such a famous destination is a patch on Yorkshire. Who knows, I might get the travelling bug and this could be the start of a whole new way of life for me!"

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

"Monarch are immensely proud as an airline to operate out of Yorkshire – it's an incredible county, and there is nowhere is quite like it. To celebrate the wide choice of routes available from Leeds Bradford® airport next summer, we were keen to find the region's proudest residents and give them the opportunity to explore new, more far flung places in Europe that can be pretty incredible too.

"Carl's entry, a carefully crafted ode to Yorkshire, clearly demonstrated his love for all aspects of the county. We look forward to welcoming Carl on-board and being able to make this first taste of international travel a reality."

#### **Tony Hallwood Leeds Bradford® Airport's Aviation Development Director adds:**

"Carl is a very worthy winner – he shares our passion for, and pride in Yorkshire and is a great standard bearer for our region. We are pleased to play a role in a fellow Yorkshireman being able to experience the excitement of an overseas holiday for the very first time, flying conveniently from Leeds Bradford® Airport.

"This really will be a trip of a lifetime and we are sure that Carl's international break will encourage him to get out there and experience even more of the 10 summer destinations across five European countries that Monarch offers Yorkshire travellers flying from Leeds Bradford®."



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 **Monarch**

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Monarch now flies to 10 European destinations from Leeds Bradford<sup>®</sup> Airport: Larnaca, Barcelona, Menorca, Dalaman, Faro, Tenerife, Majorca, Alicante, Malaga and Naples.

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### **Notes to editors:**

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