

MEDIA RELEASE



helloworld becomes a sponsor of Newcastle Show for the first time

11th February 2016

Local travel agency helloworld Hunter Travel Group (HTG) has 'come aboard' for the first time as a Bronze Sponsor of the 2016 IGA Newcastle Show.

The multi award-winning travel agency will host the Show's inaugural 'Travel Zone' where patrons will be able to access the latest travel deals, collect current travel brochures and receive expert travel advice from experienced helloworld consultants.

"We are so thrilled to be supporting this year's IGA Newcastle Show and are proud to now be associated with such a huge community event," said helloworld Hunter Travel Group Marketing Manager, Belinda Carrall.

With eight helloworld stores in the Hunter Region including a specialist cruise agency, Cruise Travel Centre at Westfield Kotara, and Group Travel and Corporate Travel departments at their Wickham Head Office, helloworld HTG is the largest locally owned travel agency group in the Hunter Region and the largest branded member of the helloworld Network. For two years running helloworld HTG have been awarded one of the highest honours in the travel industry, being named 'Best Travel Agency Retail – Multi Location' at the Australian Travel Industry Association's National Travel Industry Awards in both 2014 and 2015.

With a team of over 100 local staff dedicated to providing exceptional travel experiences for our community, the new sponsorship is the perfect solution for achieving the Show Association's charter to build a bigger and better Newcastle Show each year.

"We are ecstatic to have helloworld Hunter Travel Group on board and excited to have such a great team working with us towards the 2016 IGA Newcastle Show. They are local, they know their market and they understand the importance of community engagement. We welcome them to our Show family," said IGA Newcastle Show Event, Marketing & Media Manager, Dana Pichaloff.

The helloworld Travel Zone will be located in the foyer of the Newcastle Entertainment Centre at the 2016 IGA Newcastle Show.

There's so much to LOVE at your SHOW

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FOR IMMEDIATE RELEASE

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