

**ICC Trophy 2013**

**UK's leading award winning travel company sponsors coverage of the 2013 ICC Champions Trophy.**

Post by Southall Travel on 30 May 2013



## The **FUTURE** of travel

FOR IMMEDIATE RELEASE

30<sup>th</sup> May 2013

### **UK's leading award winning travel company sponsors coverage of the 2013 ICC Champions Trophy**

The UK's leading award winning travel company, Southall Travel sponsors the ICC Champions Trophy 2013 cricket matches on all SKY media, including Sky television.

This tournament has returned to England and features eight of the finest international cricket teams, with the world's best players.

Southall Travel will be prominently featured on Sky television, at the opening and closing credits plus during all of the matches, which are being played throughout June 2013.

They will also be prominently featured on other Sky media such as Sky Go, On Demand, Sky Sports Mobile and Sky Sports Online.

The ICC Champions Trophy is a prestigious cricket event followed by millions worldwide.

Kuljinder Bahia, Chief Executive Officer and owner of Southall Travel, said: "For cricket fans this is one of the highest quality tournaments, exciting a worldwide audience. It gives our brand premium visibility every day until the tournament ends on 23<sup>rd</sup> June. This asserts our position to our target audience as the number one flights and holiday firm for exotic travel."

"This sponsorship is a major investment in building our brand, as we continue to expand our business."

Southall Travel already has a strong association with cricket following its sponsorship of the IPL (Indian Premier League) on ITV in 2013 and the ICC World Twenty20 three years ago, which was also shown live on Sky Sports.

For further information contact Jaymin on 01753 632315

**End**

Southall Travel, established for over 28 years, specialises in worldwide flights and tailor-made travel arrangements. Its combination of providing quality products with excellent service at unbeatable prices, to all major destinations, has made award winning Southall Travel, one of the UK's leading travel companies.

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