

## UK Roadshow 2013: Spin with Berlin

*visitBerlin* and partners cycle from Leeds to London for charity / Visits to leading British MICE agencies to promote convention destination Berlin



**Berlin, June 6<sup>th</sup>, 2013** New roadshow concept “Spin with Berlin”: The Berlin Convention Office (BCO) of *visitBerlin* and its partners will cycle through England to promote the MICE destination Berlin. The tour starts June 10<sup>th</sup> in Leeds and finishes June 13<sup>th</sup> in London. Stops will be made at leading British MICE agencies in order to network and present Berlin’s qualities as a convention and incentive destination and to raise money for charity projects.

Heike Mahmoud, Director Conventions of the BCO: “We chose cycling, the greenest form of transport, to bolster the notion that Berlin is a green, sustainable and active city and to show planners: This is the perfect destination for meetings, conventions and incentives! We also invite them to be part of a little cycling madness Berlin style.”

The *visitBerlin* team will be accompanied by representatives of Berlin’s hotel, agencies and venues. An important purpose is to collect money for two charity projects, one in Britain, one in Berlin. re-cycle.org collects bikes and sends them to Africa whereas “Hand-in-Hand” supports disadvantaged children in accompanying active sponsorships and mentorships.

For further information go to [ukroadshow.visitBerlin.com](http://ukroadshow.visitBerlin.com) or contact Lisa Stewart (UK representative of the Berlin Convention Office): Tel.: +44 (0) 845 498 9982. Email: [lisa@humewhitehead.co.uk](mailto:lisa@humewhitehead.co.uk).

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