# Executive Touch Celebrated the Grand Depart from Leeds

**Wednesday 9 July, 2014**

Executive Touch celebrated this week as the 101st edition of the Tour de France departed from Leeds at 12pm on Saturday 5th July, 2014.

The Duke and Duchess of Cambridge alongside Prince Harry started the race and gave the opening stage of the 101st Tour de France a royal send-off from its departing spot in Leeds on Saturday morning. The 118 mile long first stage of the race takes riders through Yorkshire and onto Harrogate. This was the first of the 21 stages in a 2,277 mile Tour that is set to finish in Paris on July 27th.

Managing Director of Executive Touch, James Sagar, joined the rest of the firm in celebrating the exciting event and watched proudly as the Tour de France kicked off in Leeds.

With 'Le Grand Depart' set to provide a £100million boost to the county's economy it seems as though this event and others like it will assist greatly with the growth of small businesses such as Executive Touch. Gary Verity of Welcome to Yorkshire, which successfully bid to host the race, has praised the 'natural entrepreneurial spirit' of the people of Yorkshire as many conveniently-placed hotels trebled their price rates during 'Le Grand Depart' as well as farmers transforming their fields and local village cricket pitches into campsites or car parks.

Events such as this one will continue to pull the community together and assist in the growth of small businesses as they widely encourage great entrepreneurial ideas that can contribute massively to the local economy. These events generate a huge amount of outside interest for the area and see people traveling from far and wide to be a part of them, which gives local businesses a great chance to show off what they can do.

Executive Touch Ltd is an outsourced sales and marketing firm based in Leeds. The firm offers clients a wide range of services including brand and campaign management, direct sales and marketing, and customer acquisition. They offer their marketing campaigns in cities right across the UK and Poland.

Executive Touch Ltd has been extremely excited about the 'Le Grand Depart' from Leeds and the entire Tour de France. They have celebrated the fact that events like this one will create plenty of business opportunities for many small businesses in the Yorkshire area as well as encouraging brand new entrepreneurial ideas.

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