

## Harry's Kicks Off #LoveSummer With Route Chip To Chip

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In light of the recent report indicating that UK Staycations have reached a seven year high, coupled with the fact that nothing says summer quite like fish and chips on the beach, Harry Ramsden's, the brand most closely associated with the nation's favourite dish is taking to the road.

Over the course of the next 4 weeks, as part of its #lovesummer campaign, the brand's mascot Harry the Haddock will be travelling across the country in a fully branded Harry Ramsden's Campervan, to visit seaside towns where the brand's fish and chips are enjoyed by millions of locals, day-trippers and holiday makers annually.

Kicking off in Bournemouth this weekend, where Harry's boasts the World's Largest Fish and Chip Restaurant, the Harry's Campervan will travel almost 700 miles on 'Route Chip to Chip', making stops in Eastbourne, Great Yarmouth, Scarborough, Blackpool, Worthing and Brighton before returning to Bournemouth at the end of August.

During the visits to the towns, as well as meeting with holidaymakers and enjoying summer fun with competitions and giveaways, Harry the Haddock will also visit with representatives from the local charities which have been selected by local staff to benefit from in store fundraising between now and 1 December 2015.

Joe Teixeira, CEO of Harry Ramsden's comments;

"With more and more families continuing to holiday in the UK, summer is undeniably the season when we record our highest footfall levels so it is the ideal time for us as a brand to get 'up close and personal' with our customers. Our #lovesummer campaign, and 'Route Chip to Chip' specifically, offers us the ideal opportunity to further engage with our customers face to face and add some extra fun to their summer break. "

Harry Ramsden's #lovesummer will also be complemented off and online with exclusive competitions, offers and giveaways to ensure that all customers can take part in the campaign.

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