

Press Release  
12 May 2011

## **Keep Britain Tidy name Croyde Bay and Challaborough Bay as award-winning beaches for 2011!**

Parkdean are proud to announce that Croyde Bay; just steps away from Ruda Holiday Park, and Challaborough Bay; accessed directly from Challaborough Bay Holiday Park have been awarded the internationally recognised Blue Flag Award for 2011.

Blue Flag is a prestigious award scheme which acts as a guarantee to tourists that the beach they are visiting is one of the best in the world. The Blue Flag is awarded to coastal destinations which have achieved the highest quality in water, facilities, safety, environmental education and management.

The visitors to Ruda Holiday Park and Challaborough Bay Holiday Park that return year after year will all agree that Croyde Bay and Challaborough Bay are superb locations – and now it's official.

At Croyde Bay golden sands and world class surfing await on this beautiful heritage coastline. In addition to offering direct access to Croyde Bay; Parkdean's Ruda Holiday Park also offers a wide choice of facilities for the whole family including Cascades Tropical Adventure Pool, Coast Bar & Kitchen, sports facilities, play areas and much more.

Step straight from Challaborough Bay Holiday Park onto this lovely sheltered bay in an Area of Outstanding Natural Beauty with wonderful coastal views. Take the sea tractor to Burgh Island or enjoy the indoor pool, play areas and the Waterfront Bar & Restaurant.

On a Parkdean holiday you can expect to be entertained day and night by their Parkdean Troupers. Kids can look forward to lots of fun with the Parkdean's adorable characters, Sid the seagull and Lizzie the lizard. By night the whole family will be kept entertained too with cabaret acts and big game shows.

Enjoy a family holiday in top quality caravan and lodge accommodation including superb features such as non-smoking, double glazing and central heating. Or at Ruda Holiday Park you can even bring your tent, caravan or motorhome and pitch up on spacious, well-equipped touring and camping areas.

Parkdean have invested over £11 million across their 24 parks to make customers' 2011 stays even better. The UK holiday park operator, winner of a 2010 British Travel Award, has committed to upgrades across a number of its parks, which includes new luxury lodge accommodation at Ruda. The Heanton lodges come fully equipped with modern furnishings and integrated appliances. Adding to the luxurious interior is a widescreen TV, en-suite with shower, walk-in wardrobe plus private verandah – all by the sand dunes of Croyde Bay. At Challaborough Bay you'll find the brand new three bedroom Tern and Eider caravans to make your 2011 holiday extra special.

Enjoy a short break in the school summer holidays at Ruda Holiday Park from only £378 or at Challaborough Bay from only £300 for the whole family!

For a free 2011 brochure or to make a booking call 0844 335 3348 or visit [parkdean.com](http://parkdean.com)