



Draft release  
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### **Parkdean gears up for the Blue Bird Land Speed Record attempt at Pendine Beach!**

Parkdean, the leading holiday park operator with 24 parks across the UK, is getting ready to welcome the 2010 Blue Bird team to its doorstep! Celebrating the ten year anniversary since the Blue Bird car broke the UK and EU land speed records for electric vehicles, the team are returning to Pendine Sands Beach to once again attempt to break the land speed record on 10 August 2010.

Where better to join in the fun and view the spectacular record attempt than Parkdean's fantastic Pendine Sands Holiday Park? The park is set right by the breathtaking seven mile long Pendine Sands beach, which is playing host to the Blue Bird team for their latest record attempt this August. Parkdean is offering lead-in prices from just £383 for a four night short break from 9<sup>th</sup> - 13<sup>th</sup> of August 2010, so why not take the family down to witness history being made? If you want to enjoy a longer stay, you can escape with the whole family for 7 nights from only £579 from 7th August.

In addition to its wonderful beach location, Parkdean's Pendine Sands Holiday Park is an ideal base for exploring Carmarthenshire, Pembrokeshire, the walled town of Tenby and the castle of Laugharne; it has many local attractions which will ensure that your stay will suit the whole family! The area surrounding Pendine Sands provides a vast array of leisure opportunities, from fun and thrills at Oakwood Theme Park, to 'heaven' at Pemberton Chocolate Factory and The Manor House Wildlife Park.

Parkdean's Pendine Sands Holiday Park provides excellent caravan accommodation in addition to a wide variety of activities and facilities for its visitors; with an indoor swimming pool, the Duck Inn restaurant, nature trails, kids' clubs and fantastic live family evening entertainment you'll be spoilt for choice on how to fill your days and nights at Parkdean. So join us on a relaxing and fun-filled break to enjoy the gorgeous sights of Wales and watch the Blue Bird team once again make history.

With spacious caravans including new holiday homes for 2010, Parkdean's high standard of accommodation appeals to both families and couples looking for great value holidays.

To book a holiday at Parkdean call: 0844 335 3387 or visit [www.parkdean.com](http://www.parkdean.com)

To order a free brochure text Parkdean P2 plus your name, house number and postcode to 62299 (text messages will be charged at your standard operator tariff).

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**Editor's Note:**

Blue Bird Innovation Group (BBIG) is approaching the 100<sup>th</sup> anniversary of the creation of the Blue Bird name in 1912, by Malcolm Campbell. With this in mind BBIG are planning a series of new land speed record attempts on Pendine Sands Beach in the summer of 2010.

The Blue Bird team created and developed the current all-electric powered Blue Bird car in West Wales and it achieved 8 speed records between 1997-2000 and was also awarded a Millennium Product design award in 2000. [www.bluebirdelectric.com](http://www.bluebirdelectric.com)

A 'village' will be set up at Pendine Sands Beach to allow visitors to meet the team and observe a number of further displays, including: land speed record (LSR) vehicles, LSR inspired art, photography and memorabilia.