

Welcome to Yorkshire

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For immediate release

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JOIN YORKSHIRE'S RUGBY HEROES AT TOP TOURISM AWARDS CEREMONY

Yorkshire's rugby superstars are joining the line-up of VIPs for a fantastic 'Big Night Out' to recognise another record year for tourism in Yorkshire.

We're celebrating the triumph of the Leeds Rhinos, Castleford Tigers, Hull FC and the Bradford Bulls' women who'll be showing off their silverware at Welcome to Yorkshire's White Rose Awards in Leeds at the end of the month.

Following a tremendous season in which our Yorkshire teams swept the board, players and officials will join a 1,000-strong audience for a night of good food and great live entertainment, celebrating their success and the success of Yorkshire's tourism business.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said: "Rugby league is one of the great sporting events that brings people to Yorkshire and our teams have had fantastic success this season. It's fitting that they join us to celebrate the best our tourism industry has to offer and all the great things about our county."

Leeds Rhinos won the Super League Grand Final earlier this month at Old Trafford; Hull FC beat Wigan Warriors in the Challenge Cup Final in August; and Bradford Bulls' won the Women's RL Challenge Cup against Featherstone Rovers.

You can join our rugby heroes at the White Rose Awards taking place at the **first direct arena in Leeds on Monday 30 October** – tickets are still available but hurry, they're going fast!

Go to www.whiteroseawards.com or contact efarlam@yorkshire.com for more information and to book your place. Doors open at 6pm, tickets are £75 each +VAT

-ENDS-

Editors' Notes:

- Welcome to Yorkshire is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- Welcome to Yorkshire is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.

Key facts

- Tourism in Yorkshire is worth £7 billion annually
- The county's industry employs almost a quarter of a million people

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