

HIGH FLYING SHREWSBURY TRAVEL BUSINESS WINS AWARD

/EINPresswire.com/ UK (submitpressrelease123.com - press release) The Midcounties [Co-op Travel](#) branch, cooptravel.co.uk, in Pride Hill scooped the High Flyers Bronze Award from community retailer The Midcounties Co-operative.

It recognised the number of dynamically packaged holidays where the travel advisors book flights, accommodation and transfers separately and put them together as a package to give the customer a better deal.

Assistant Manager Maz Edwards said: "It's great to receive this accolade so soon after opening. The internal awards are judged throughout Midcounties' different businesses and we won one because 15% of our sales were for dynamically packaged holidays.

"We're delighted that the people of Shrewsbury have welcomed us so warmly. As a locally owned and independent business, we offer people a wider choice and independent advice when they want to book their holidays."

The town centre travel branch was a big hit from the start when it was officially opened by Coronation Street actor Alan Halsall, who plays Tyrone Dobbs. He was greeted by crowds of fans at the launch on 22 September.

It is part of The Midcounties Co-operative, which has a significant presence in Shrewsbury with its food stores and post offices. In addition to a network of 54 travel branches, Midcounties also runs an online travel business which has given the Shrewsbury branch its name.

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Caption: Pictured from left are Simon Prior, Maz Edwards, Tara Hammond and Kate Walmsley with the certificate, flowers and hamper to celebrate the award.

Notes to Editors

The Midcounties Co-operative has been named 'Co-operative of the Year 2012', recognised for its excellence, innovation and ethics in business by Co-operatives UK.

It has headquarters in Warwickshire, with trading outlets in Oxfordshire, Gloucestershire, Wiltshire, Shropshire, West Midlands, Worcestershire and the surrounding counties.

The Society's trading groups are food retail, funeral, travel, pharmacy, childcare nurseries, employee benefits and energy. Midcounties is the largest independent co-operative society in the UK and has more than 470 branches and 245,000 active trading members. It is also in 'The Sunday Times Best 25 Big Companies to Work For' list for the second year running.

The Society's mission statement is 'To be a successful consumer co-operative working towards creating a better, fairer world, and to enhance the lives of our colleagues, members, customers, and the communities we serve'.

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