



Press Release

Wednesday 29th March 2017

Something to sing about – even more chances to win with Herts Big Weekend!

Ticket holders at the Herts Big Weekend will have even more reason to smile, with a magnificent musical prize up for grabs for sharing their best Big Weekend 'selfie'.

Over 50 attractions across the county are getting ready to welcome hundreds of Hertfordshire residents this weekend (1st and 2nd April) as part of the #HertsBigWeekend2017 celebrations, organised by Visit Herts.

This year marks the second Herts Big Weekend and it has proven to be even more popular than year one, with a record-breaking 19,462 applications for tickets.

To make sure the occasion is as memorable as possible for all, ticket holders are being encouraged to share photos of their adventures on social media throughout the weekend for the chance to win a wonderful prize with the Herts Big Weekend Selfie Competition.

Ticket holders enjoying the Big Weekend can share a selfie of themselves at their attractions and post it to Twitter, Facebook or Instagram using #HertsBigWeekend17 and #HBWselfie.

- Take a selfie of you (and friends) enjoying your day out at your Big Weekend attraction this Saturday or Sunday
- Share it on Twitter, Facebook or Instagram using #HBWselfie and #hertsbigweekend17 before 9am on Monday 3rd April 2017
- Tag @visithertsuk if you can!
- Visit the Visit Herts Facebook #HBWselfie gallery – and vote for your favourite pics (and your own!) until 9am Monday 10th April 2017

The selfie with the most votes will win 2 tickets to this summer's [The Great British Prom](#), hosted at Knebworth House.

Full competition details can be found at <https://www.hertsbigweekend.co.uk/news/herts-big-weekend-selfie-competition/>, so don't forget to make use of your Big Weekend tickets and that selfie stick to be in with a chance of winning!

All Herts Big Weekend tickets have now been allocated and most will be used this weekend (some attractions that are not open at this time of year have donated tickets for use later in 2017).

Herts Big Weekend is part of [English Tourism Week](#), which highlights tourism as one of the fastest growing sectors in the national economy.

For more information about Hertfordshire, please visit www.visitherts.co.uk

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Notes to Editors

For further media information on Visit Herts, please contact PR & Marketing Manager Sinead Hanna at Sinead@visitherts.co.uk or Marketing Co-ordinator Lana Crouch at ana.crouch@visitherts.co.uk, or call 01227 812914.

About Visit Herts

Visit Herts is the destination management organisation for the county of Hertfordshire. Hertfordshire County Council and Hertfordshire Local Enterprise Partnership awarded the county's tourism service to destination management specialists Go to Places on a two-year contract following an open competitive tender process in 2015.

For further information tweet @visithertsuk, or visit www.visitherts.co.uk