

Press Release, for immediate release

Bournemouth Beach receives Gold Flag from Nivea Sun

Bournemouth's Alum Chine beach has been awarded a NIVEA SUN, Gold Flag, by the Royal Life Saving Society UK. It topped the list of 15 UK beaches and is the first of only two beaches to be given a Gold Best Beach Flag.

NIVEA SUN asked 1500 parents what criteria they look for when choosing a family-friendly beach. With the criteria in mind, the Royal Life Saving Society UK picked out the top 15 family-friendly beaches and awarded them with a Gold, Silver or Bronze flag, depending on which criteria they met.

Bournemouth's Alum Chine beach received Gold due to its highest UK standard water cleanliness, life guarding facilities and its Blue Flag status. On top of this, parents acknowledged the beach's great surrounding facilities including toilets, shops, parking, beach huts and food outlets.

Mark Smith, Director of Tourism, said, "Being awarded a NIVEA SUN Gold Flag is fantastic for Alum Chine beach. Bournemouth has always strived to provide families with the best facilities including important life guarding patrols, toilets and beach huts that are child friendly and offer protection from the sun."

Not only is Alum Chine beach family-friendly but it also provides plenty of family-fun with its pedalo boats, canoes, fishing hire and a KidsZone. The beach even has a designated no smoking area which provides families with complete confidence in the cleanliness of the beach.

Bournemouth is so family-friendly that it even offers a brand new child-friendly beach hut, stylishly kitted out with IKEA fittings, available to rent during the summer period while rolling out a Good Food for Little People initiative. The initiative sees local restaurants offering fun and healthy meal options for children, rather than the normal sausage and chips.

All parents can ensure their families enjoy a fun filled, safer summer holiday by visiting www.nivea.co.uk/bestbeachguide to download the *NIVEA SUN Family Beach Guide*.

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Notes to editors;

- NIVEA SUN will be presenting the Gold Flag to Bournemouth's Alum Chine beach this summer, dates are to be confirmed.
- Please visit www.nivea.co.uk/bestbeachguide for the full list of awarded beaches and the criteria they met.

For more information, please contact

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