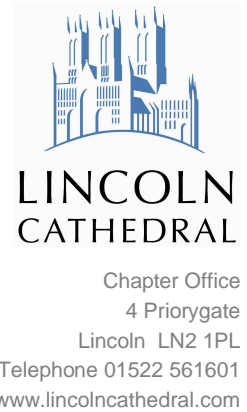


PRESS RELEASE

From: Phil Hamlyn Williams

Date: 8 February 2012

Subject: **Lincoln Cathedral at Best of British and Ireland**



Lincoln Cathedral together with the Visit Lincoln Partnership is delighted to be part of the Experience Lincolnshire stand at the Best of Britain and Ireland show at the NEC on 14-15 March 2012.

2012 is a special year for the City of Lincoln and the Cathedral. The City has adopted a fresh brand to draw together the offering of an historic city with its outstanding Cathedral, with a city made vibrant by a new and successful university. For the Cathedral there is the major flower festival in August built round the Olympic theme of Dreams of Gold.

John Ruskin said that *'I have always held and proposed against all comers to maintain that the Cathedral of Lincoln is out and out the most precious piece of architecture in the British Isles'* We don't want people to take Ruskin's word for it, but come and see for themselves.

The Cathedral is only part of the City's offering which stems from ruins of the ancient Roman encampment to the Castle built by William the Conqueror, to the Cathedral's 1215 Magna Carta soon to be re-housed in the Castle, to the industrial heritage that boasts the first Tank amongst its engineering achievements. All this set in a city of good shopping, excellent hotels and restaurants and easy access to fine country houses such as Doddington Hall and Burghley, aviation heritage, market towns and the coast.

New this year is the Lincoln Open Top Tour Bus, resplendent in the new Lincoln brand, which will give our visitors an unparalleled experience of the city whilst taking them from place to place.

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