



**WINNER**

**KIDZWORLD**

PRIMARY TIMES CORNWALL

**UNDER EMBARGO UNTIL MONDAY 19<sup>TH</sup> MARCH**

**KidzWorld copy**

## **Reader Star Awards Press Release – Cornwall**

### **Cornwall's KidzWorld scoops the prestigious Primary Times Star Award**

THE best of what Cornwall has to offer families is revealed in the results of this year's Primary Times Star Awards, as voted for by parents of children aged 4 to 11 years in the county.

Families across Cornwall voted in volume during 2011 for their favourite local family-friendly places and entertainment in the prestigious Primary Times Star Awards.

Parents were asked to complete a questionnaire that was printed in this family friendly magazine that is distributed to 97% of primary schools across Cornwall and taken home directly via the children to mum and dad.

Families were asked a series of straight-forward open-ended questions. Suggestive questions and multiple choice answers were deliberately omitted from the survey to test for unprompted responses. The answers were intriguingly revealing and portrayed an honest reflection of where families prefer to spend their leisure time or buy their goods.

Readers were quizzed for their most preferred choice from a wide range of topics namely family attraction; restaurant, pub or cafe; indoor play centre; stately home or historical visit; sport/leisure centre or swimming pool; party venue or party entertainer; garden centre; theatre or cinema; children's clothes shop or shoe shop; toy shop; book shop and bike shop. There were individual winners for each category and an overall winner was chosen from the highest number of total votes across all categories.

The results of these unique awards, which attracted a huge number of entries from parents, provide a vital snapshot of what's tops with families in a harsh economic climate - and give the worthy winners a well-deserved round of applause.

In Cornwall the overall winner of the Primary Times Star Award has been awarded to KidzWorld. This much loved family attraction continues to win the hearts and minds of many local families as a great place to repeatedly take the children whatever the weather. KidzWorld continues to thrill local children with its huge portfolio of slides, tunnels and scramble nets, indoor and outdoor play zones, and programme of special events.

Anne Blackham, Sales and Marketing Manager at Primary Times said "We were thrilled with the response to the Reader Star Award survey as it has highlighted what attractions and shops are important to our readers. We are delighted for KidzWorld

on winning this great accolade and congratulate their efforts in making their attraction such a hit with our readers!"

\*\*\*Add quotation from KidzWorld here\*\*\*

You can read more about KidzWorld at [www.kidzworldcornwall.co.uk](http://www.kidzworldcornwall.co.uk) or read more about the Primary Times Star Awards at [www.primarytimes.net/cornwall](http://www.primarytimes.net/cornwall)

## Ends

For more details about the Primary Times Reader Star Awards please contact Ceri Lee or Anne Blackham on 01626 891944 or email [ceri@razzpublications.co.uk](mailto:ceri@razzpublications.co.uk) or [anne@razzpublications.co.uk](mailto:anne@razzpublications.co.uk)

## Editors Notes:

1. The Primary Times Reader Star Award survey was featured in the Easter 2011 magazine and 40,000 copies were distributed reaching 97% of Primary Schools in Cornwall.
2. Aside from the overall winner, there were 12 different categories asking readers for their favourite family attraction; restaurant, pub or cafe; indoor play; stately home or historical attraction; swimming pool/leisure centre; party venue/entertainer; garden centre; theatre/cinema; children's clothes/shoe shop; toy shop; book shop and bike shop.
3. Regional winners in Cornwall are as follows:  
Overall Winner: KidzWorld  
Family Attraction: Flambards  
Restaurant/Pub/Cafe: Jamaica Inn  
**Indoor Play Centre: KidzWorld**  
Stately Home: Lanhydrock  
Swimming Pool/Leisure Centre: Lux Park Leisure Centre & Polkyth Leisure Centre  
Party Venue/Entertainer: Paradise Park  
Garden Centre: Trelawney, Wadebridge  
Theatre/Cinema: Hall for Cornwall  
Children's Clothes/Shoe Shops: Clarks  
Toy Shop: Adeb, St Austell & Bricknells in Wadebridge and Bodmin  
Book Shop: Waterstones  
Bike Shop: Halfords and Clive Mitchells, Truro



# BEST INDOOR PLAY CENTRE

**KIDZWORLD,  
ST AUSTELL**

PRIMARY TIMES CORNWALL