

LIBERTY TRAVEL INAUGURATES NEW GREENWICH VILLAGE STORE LOCATION

This week saw the official grand opening of Liberty Travel's new East 8th Street Store, located at University Place and East 8th Street in New York City's Greenwich Village.

The Grand Opening took place on Tuesday, May 11 and featured a full roster of activities, including a ribbon cutting, a "Travel Trivia Tournament," a performance by a steel drum band, "Door Buster" savings and several trip giveaways.

A street team canvassed the local area handing out flyers and scratch off tickets. Grand prize for the scratch off was a trip for two to the Sandals resort of the winner's choosing. There was also drawings for a trip to Greece with Contiki and an Apple iPad.

Cheryl and Lauren Lugo of Tom's River New Jersey, winners of Liberty Travel's \$10,000 Dream Vacation Giveaway, were in attendance to accept their prize, in the form of a novelty-sized Liberty Travel gift card.

This is Liberty Travel's first new store opening in two years, and embarks the company on a new era of growth following a major operational overhaul that saw previous expansion plans shelved and some poorly located stores closed.

Liberty Travel President Billy McDonough said the expansion heralded the beginning of a new era for one of the USA's oldest travel companies, and that the location of the store offered special significance.

"New York has always been Liberty Travel's true hometown. Our first store opened in Times Square in 1951, and from the success of that location we have grown into a nationwide travel company with over 160 stores, including 27 in the Five Boroughs.

"We are proud of the fact that we've been helping New Yorkers see the world for nearly sixty years, and the opening of this store represents a chance to provide this opportunity to a new generation of travelers who live and work in New York."

"During the past two years, we invested heavily in the business to change the look and feel of our shops and to ensure we were in the best possible locations. With the opening of this store, this process is now complete."

Several more store openings are already underway, and scheduled to take place in the coming weeks, with new locations in Southern New Jersey and Syracuse, NY.

Liberty Travel is part of Flight Centre Limited, an Australian-based global travel group that operates more than 2,000 leisure, corporate and wholesale travel stores in 11 countries.

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Contact: PR@libertytravel.com