

Media Coverage Tracker

Campaign: Uncover the Story					
Date	Attraction/event	Article Title	Publication	Type	Link
Published					
23/06/21	UTS launch	Major tourism campaign showcases county's quirks	Leicestershire County Council	Feature - online media	https://www.leicestershire.gov.uk/news/major-tourism-campaign-showcases-countys-quirks
23/06/21	UTS launch	New Uncover the Story campaign launched to promote Leicester and Leicestershire tourism offer	LLEP	Feature - online media	https://llep.org.uk/news/new-uncover-the-story-campaign-launched/
24/06/21	UTS launch		Gem 106	Broadcast - Radio	https://article.signal-ai.com/6a31a197-8ae0-534b-81e9-6586c3e1928d?v=app&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
25/06/21	UTS launch	Uncover the Story' campaign launched to promote Leicester and Leicestershire as fascinating destination	Leicester Mercury	PR - Online	https://www.leicesterm Mercury.co.uk/whats-on/news/uncover-story-campaign-launched-promote-5688215
26/06/21	UTS launch	So, why does Leicester have Buzz Aldrin's underpants which he wore in space?; VISITORS CAN FIND OUT THIS - AND MUCH MORE - THANKS TO A NEW TOURISM CAMPAIGN TO GET THE CROWDS BACK	Leicester Mercury	PR - Online	
21/07/21	UTS launch	New Uncover The Story campaign launched to promote Leicester and Leicestershire tourism	Dlux Magazine	PR - Online	https://dluxe-magazine.co.uk/leicester-2/new-uncover-the-story-campaign-launched-to-promote-leicester-and-leicestershire-tourism/
14/02/22	Tourism Superstar	Tourism Superstar 2022: meet the 10 finalists and vote for your favourite	The Mirror	PR - newspaper	https://www.mirror.co.uk/travel/uk-ireland/tourism-superstar-2022-meet-10-26203980
16/02/22	Tourism Superstar	CEO RECOGNISED FOR DEDICATION TO TOURISM DURING PANDEMIC	Pukaar News	PR - newspaper	https://article.signal-ai.com/70433f51-e2ba-3aed-970b-aa606ad1cf25?v=web&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
19/02/22	Tourism Superstar	Dedication and drive of zoo's chief sees her up for national tourism award; CHIEF EXECUTIVE HAS HELPED TO TRANSFORM COUNTY ATTRACTION	Leicester Mercury	PR - newspaper	https://article.signal-ai.com/5e9c0333-f059-31a6-bf97-69631b5e6793?v=app&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
24/02/22	Tourism Superstar	Zoo chief up for national tourism award; CHIEF EXECUTIVE HAS HELPED TO TRANSFORM COUNTY ATTRACTION	Tamworth Herald	PR - newspaper	https://article.signal-ai.com/14138afc-88e0-329c-abec-8afbff5efbab?v=app&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
05/03/22	Unique Events	And now for something completely different...; FROM BOTTLE KICKING TO SOAP BOX DERBIES, LEICESTERSHIRE BOASTS MORE THAN ITS SHARE OF AND NOW FOR SOMETHING G COMPLETELY	Leicester Mercury	PR - newspaper	https://premium-article.signal-ai.com/c689ee6c-a129-3f9f-a535-d9c2cca33a46?v=app&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
09/03/22	Unique Events	DIFFERENT...; From bottle kicking to soap box derbies, Leicestershire has more than its s s share of offbeat	Loughborough Echo	PR - newspaper	https://premium-article.signal-ai.com/96d6ff1d-142a-31f1-92d1-7784d1502254?v=app&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
12/03/22	Unique Events	21 unique Leicestershire events to enjoy in 2022: From bottle-kicking to the UK's biggest cheese fair	MSN online	PR - Online	https://www.msn.com/en-gb/travel/tripideas/21-unique-leicestershire-events-to-enjoy-in-2022-from-bottle-kicking-to-the-uk-s-biggest-cheese-fair/ar-AAUDvtc
16/03/22	Tourism Superstar		BBC Radio Leicester	Broadcast - Radio	https://article.signal-ai.com/e8ae88e6-f81a-3f5f-b87f-229c20f8d02f?v=app&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
16/03/22	Tourism Superstar	Dedication and drive of zoo's chief sees her up for national tourism award; CHIEF EXECUTIVE HAS HELPED TO TRANSFORM COUNTY ATTRACTION	Loughborough Echo	PR - newspaper	https://article.signal-ai.com/4fc0d710-5a1c-3df2-8af6-308e3551d169?v=app&u=8aa20e65-cb1c-49e9-adf5-0653cb633776&w=h315f804-rd43-47e4-8e70
23/03/22	Tourism Superstar	Tourism Superstar 2022: meet the 10 finalists and vote for your favourite	The Mirror	PR - newspaper	https://www.mirror.co.uk/travel/uk-ireland/tourism-superstar-2022-meet-10-26203980
02/05/22	Bring the Paint	Bring The Paint 2022 festival sees global artists transform Leicester's streets	Leicester Mercury	PR - newspaper	https://www.leicesterm Mercury.co.uk/whats-on/whats-on-news/bring-paint-2022-festival-sees-6994459
02/05/22	Bring the Paint	Bring The Paint 2022 festival sees global artists transform Leicester's streets	MSN online	PR - Online	https://www.msn.com/en-gb/travel/tripideas/bring-the-paint-2022-festival-sees-global-artists-transform-leicester-s-streets/ar-AAWQpX
09/05/22	Bring the Paint	Leicester to host UK's largest international street art festival Bring The Paint	BID Leicester	PR - Online	https://bidleicester.co.uk/bid-leicester-news/leicester-to-host-uks-largest-international-street-art-festival/
18/05/22	Bring the Paint	Wall to wall masterpieces are to return; world-class artists from around globe coming for bring the paint city festival	Loughborough Echo	PR - newspaper	
18/05/22	Bring the Paint	Award-winning street art festival returns to Leicester	Leicester City Council	PR - Online	https://news.leicester.gov.uk/news-articles/2022/may/award-winning-street-art-festival-returns-to-leicester/
18/05/22	Bring the Paint	Award-winning street art festival returns to Leicester	Aryan ArtNews	PR - Online	https://aryan-artnews.com/award-winning-street-art-festival-returns-to-leicester/?noamp=mobile
19/05/22	Bring the Paint	Bring The Paint' Returns to Leicester in UK's Biggest Celebration of Street Art	Dlux Magazine	PR - Online	https://dluxe-magazine.co.uk/leicester-2/bring-the-paint-returns-to-leicester-in-uks-biggest-celebration-of-street-art/
20/05/22	Bring the Paint	Bring the Paint festival returns to Leicester	Cool As Leicester	PR - Online	https://www.coolasleicester.co.uk/bring-the-paint-returns-to-leicester/
23/05/22	Bring the Paint		BBC Radio Leicester	Broadcast - Radio	
23/05/22	Bring the Paint	World-renowned graffiti artists will be transforming Leicester from today as part of Bring The Paint	Leicester Mercury	PR - newspaper	https://www.leicesterm Mercury.co.uk/whats-on/whats-on-news/world-renowned-graffiti-artists-transforming-7114691
23/05/22	Bring the Paint	Bring The Paint launches in Leicester	Voice Magazine	PR - Online	https://www.voicemag.uk/event/11011/bring-the-paint-launches-in-leicester
23/05/22	Bring the Paint	Bring the Paint festival returns to Leicester	News Break	PR - Online	https://www.newsbreak.com/news/2612181812024/bring-the-paint-festival-returns-to-leicester
23/05/22	Bring the Paint	Bring the Paint festival returns to Leicester	Daily Advent	PR - Online	https://www.dailyadvent.com/gb/news/9414b5c83e50b391e07ff38d6cc7a051-Bring-the-Paint-festival-returns-to-Leicester
23/05/22	Bring the Paint	Bring the Paint festival returns to Leicester	BBC News	PR - Online	https://www.bbc.co.uk/news/uk-england-leicestershire-61530594
23/05/22	Bring the Paint	Bring the Paint festival returns to Leicester	World News	PR - Online	https://article.wn.com/view/2022/05/23/Bring_the_Paint_festival_returns_to_Leicester/
23/05/22	Bring the Paint	Bring The Paint	Staytripper.co.uk	PR - Online	https://www.staytripper.co.uk/whats-on/bring-the-paint-p4040071
23/05/22	Bring the Paint	Leicester comes to life through art as 'Bring The Paint' returns to the city	De Montfort University	PR - Online	https://www.dmu.ac.uk/about-dmu/news/2022/may/leicester-comes-to-life-through-art-as-%27bring-the-paint%27-returns-to-the-city%27s-streets.aspx
23/05/22	Bring the Paint	Leicester 'Brings the Paint' in international street art festival	GenB Magazine	PR - Online	https://genbmag.com/leicester-brings-the-paint-in-international-street-art-festival/
23/05/22	Bring the Paint	World-renowned graffiti artists will be transforming Leicester from today as part of Bring The Paint	News Explorer	PR - Online	https://newsexplorer.net/?#world-renowned-graffiti-artists-will-be-transforming-leicester-from-today-as-part-of-bring-the-paint-s1472102.html
23/05/22	Bring the Paint	The Bring the Paint Festival returns to Leicester	News of Canada	PR - Online	https://news ofcanada.net/the-bring-the-paint-festival-returns-to-leicester-bbc/
24/05/22	Bring the Paint	Bring the Paint festival returns to Leicester	Tknowo	PR - Online	http://tknowo.com/2022/05/24/bring-the-paint-festival-returns-to-leicester/
25/05/22	Bring the Paint		ITV Central	Broadcast - TV	
25/05/22	Bring the Paint	'BRING THE PAINT' FESTIVAL WILL BRING 10,000 VISITORS TO CITY SAY ORGANISERS	Pukaar News	PR - Online	https://www.pukaarnews.com/bring-the-paint-festival-will-bring-10000-visitors-to-city-say-organisers/25062/
25/05/22	Bring the Paint	'BRING THE PAINT' FESTIVAL WILL BRING 10,000 VISITORS TO CITY SAY ORGANISERS	Leicester Times	PR - Online	https://leicestertimes.com/leicester-news/bring-the-paint-festival-will-bring-10000-visitors-to-city-say-organisers/28292/
27/05/22	Bring the Paint	Leicester's most ambitious street art festival yet	Planet Radio	PR - Online	https://planetradio.co.uk/greatest-hits/rutland/news/leicester-street-art-festival/
28/05/22	Bring the Paint	Graffiti artists descend in Leicester for 'Bring The Paint' international graffiti festival	Newsflare	Video	https://www.newsflare.com/video/496268/graffiti-artists-descend-in-leicester-for-bring-the-paint-international-graffiti-festival

29/05/22	Bring the Paint		BBC Radio Leicester	Broadcast - Radio	
15/06/22	Fit-cation	Interviews with Helen McCarthy and Sally Coleman, Margaret Baldwin at Stoney Cove (around 3 hours 23 mins in)	BBC Radio Leicester	Broadcast - Radio	https://www.bbc.co.uk/sounds/play/p0c8zmtm
15/06/22	Fit-cation	Interviews with Helen McCarthy and Ali Clements from Active Together, and Marc Bradley-Upton from Axceler8 (around 1 hour 14 mins in)	BBC Radio Leicester	Broadcast - Radio	https://www.bbc.co.uk/sounds/play/p0c8zmvv
15/06/22	Fit-cation	Ben Jackson show: Repeat of Ali Clements interview clip and Axceler8 feature (around 2 hours 23 mins in)	BBC Radio Leicester	Broadcast - Radio	https://www.bbc.co.uk/sounds/play/p0c8zmbx
15/06/22	Fit-cation	Discover active escapes with a new 'Fitcation' short break	Leicestershire County Council	PR - Online	https://www.leicestershire.gov.uk/news/discover-active-escapes-with-a-new-fitcation-short-break
15/06/22	Fit-cation	Discover active escapes in Leicester and Leicestershire with a new 'Fitcation' short break	Active Rutland	PR - Online	https://www.activerutland.org.uk/news/2022/06/discover-active-escapes-in-leicester-and-leicestershire-with-a-new-fitcation-short-break
16/06/22	Fit-cation	Breakfast Show with Ady Dayman: Repeat of Axceler8 feature (around 52 mins in)	BBC Radio Leicester	Broadcast - Radio	https://www.bbc.co.uk/sounds/play/p0c8zpty
16/06/22	Travel trade	Leicestershire's group-friendly options include historic sites and tasty visits	Group Leisure & Travel	PR - Online	https://www.groupeisureandtravel.com/destinations/leicestershires-group-friendly-options-include-historic-sites-and-tasty-visits/9615.article
17/06/22	Fit-cation	Breakfast Show with Ady Dayman: Repeat of interviews with Helen McCarthy and Sally Coleman, Margaret Baldwin at Stoney Cove	BBC Radio Leicester	Broadcast - Radio	https://www.bbc.co.uk/programmes/p0cfmb8c
17/06/22	Fit-cation	LLEP Weekly News Roundup	LLEP	Other	https://r1.dotmailer-email.com/36DV-1AB55-A728C3B3BE964CBD31E0Z7888D121E2E9060FD/cr.aspx
17/06/22	Fit-cation	This week Visit Leicester launched a new campaign #fitcation at our very own Stoney Cove Dive Centre, Stoney Stanton, Leicester	Lubbsy	PR - Online	https://lubbsy.com/threads/this-week-visit-leicester-launched-a-new-campaign-fitcation-at-our-very-own-stoney-cove-dive-centre-stoney-stanton-leicester.14996/#post-17022
19/06/22	Fit-cation	Diving and quad biking among activities available as part of new Leicestershire active escape break	Abbey Feale	PR - Online	https://abbeyfealegolfclub.com/diving-and-quad-biking-among-activities-available-as-part-of-new-leicestershire-active-escape-break/
19/06/22	Fit-cation	Diving and quad biking among activities available as part of new Leicestershire active escape break	Leicestershire Mercury	PR - Online	https://www.leicestermercury.co.uk/whats-on/whats-on-news/diving-quad-biking-among-activities-7214194
24/06/22	Press visit coverage	The best things to do with children in Leicester	The Family Holiday Guide	Feature - online media	https://thefamilyholidayguide.co.uk/leicester-family-attractions/
24/06/22	Press visit coverage	The Gresham Aparthotel, Leicester – review and guide	The Family Holiday Guide	Feature - online media	https://thefamilyholidayguide.co.uk/gresham-aparthotel-leicester/
24/06/22	Meet Leicester	Meet Leicester showcases Aparthotels at ExCel London	LLEP	Feature - online media	https://r1.dotmailer-email.com/36DV-1AEZT-A2C5D74B2E7478DD8E5QZSA05AC1C2EDC807C3/cr.aspx
26/06/22	Press visit coverage	5 Things to Do in Leicester: Richard III, Stilton and Pork Pie	Travel Begins at 40	Feature - online media	https://www.travelbeginsat40.com/2022/06/5-things-to-do-in-leicester-richard-iii-stilton-and-pork-pies/
27/06/22	Fit-cation	Make next break into adventure; campaign puts emphasis on active escapes	Leicester Mercury	PR - newspaper	
28/06/22	Fit-cation	Hovercrafting in Leicestershire	Cool as Leicester	Feature - online media	https://www.coolasleicester.co.uk/hovercrafting-in-leicestershire/
30/06/22	Make a date with Leicester	Make a date with Leicester	Niche Magazine	Feature - printed media	
30/06/22	Place Marketing	Leicester City Council welcomes new director of inward investment	East Midlands Business Link	PR - Online	https://www.eastmidlandsbusinesslink.co.uk/mag/appointments/leicester-city-council-welcomes-new-director-of-inward-investment-and-place-marketing/
30/06/22	Place Marketing	People: Rowleys; Leicester City Council	The Business Desk	PR - Online	https://www.thebusinessdesk.com/eastmidlands/news/2060547-people-rowleys-leicester-city-council
08/07/22	Blue tower artwork	Feature on ITV News programme	ITV News	Broadcast - TV	
11/07/22	Fit-cation	Summer is here for great days out with Fitcation adventures	Visit Harborough e-news	Round Up	https://s6.newzapp.co.uk/t/view/1551649192/121022990
13/07/22	Blue tower artwork	The story behind one of the world's tallest works of art	Talker	PR - Online	
15/07/22	Blue tower artwork	Here is Europe's tallest street painting	Metropol	PR - Online	https://metropol.hu/aktualis/leicester-street-art-utcai-muveszet-muveszcsopot-falfestes-755733/
16/07/22	Hotel Brooklyn	Reviewed: Two nights in (Hotel) Brooklyn	Niche Magazine	Editorial - online media	https://www.nichemagazine.co.uk/post/reviewed-two-nights-in-hotel-brooklyn
17/07/22	Blue tower artwork	Street art scales height of success	Sunday Mercury	PR - newspaper	https://talker.news/2022/07/13/the-story-behind-one-of-the-worlds-tallest-works-of-art/
18/07/22	Blue tower artwork	Feature on BBC Radio 2 (The Zoe Ball Breakfast Show) at 7:44am	BBC Radio 2	Broadcast - Radio	
18/07/22	Blue tower artwork	Feature on BBC Radio 4 breakfast show at 7:44am	BBC Radio 4	Broadcast - Radio	
18/07/22	Blue tower artwork	Europe's tallest piece of street art finished on Leicester tower block	The Guardian	PR - newspaper	https://www.theguardian.com/artanddesign/2022/jul/18/europes-tallest-piece-of-street-art-finished-on-leicester-tower-block
20/07/22	Fit-cation	Taking a break doesn't mean doing nothing	Loughborough Echo	PR - newspaper	https://www.pressreader.com/uk/loughborough-echo/20220720/283034058306630
22/07/22	Blue tower artwork	Feature on BBC East Midlands Breakfast Show at 6:59am	BBC East Midlands	Broadcast - TV	
22/07/22	Blue tower artwork	THE TALLEST STREET ART IN EUROPE IS IN LEICESTER AND HARBOUROUGH	Elle Décor	PR - Online	https://www.elledecor.com/it/lifestyle/a40676024/lopera-di-street-art-piu-alta-deuropa-e-a-leicester-ed-e-un-omaggio-al-patrimonio-cittadino/
01/08/22	Hotel Brooklyn	The best September staycation spots in the UK where you can book a bargain break	Metro	Editorial - online media	https://metro.co.uk/2022/08/01/best-uk-september-staycation-spots-where-you-can-book-a-bargain-break-17092027/
03/08/22	Gliding Championship	WORLD'S BEST WOMEN GLIDER PILOTS TO COMPETE IN HARBOUROUGH'S SKIES	Harborough FM	PR - Online	https://harboroughfm.co.uk/worlds-best-women-glider-pilots-to-compete-in-harboroughs-skies/
05/08/22	Animal adventures	Go Wild for Animal Encounters in Leicester & Leicestershire	Syston Town News	PR - Online	https://www.systontownnews.co.uk/2022/08/go-wild-for-animal-encounters-in-leicester-leicestershire/
05/08/22	Animal adventures	From alpacas to parrots - Leicestershire animal experiences	Leicester Mercury	PR - Online	https://www.leicestermercury.co.uk/whats-on/whats-on-news/leicestershire-animal-experiences-enjoy-family-7420696
07/08/22	Gliding Championship	Women's World Gliding Championship coming to Leicester	Leicester Mercury	PR - Online	https://www.leicestermercury.co.uk/news/local-news/womens-world-gliding-championship-coming-7410209
07/08/22	Gliding Championship	Women's World Gliding Championship coming to Leicester	MSN online	PR - Online	https://www.msn.com/en-xl/sport/sports-news/womens-world-gliding-championship-coming-to-leicestershire-as-uk-hosts-for-first-time-in-21-years/ar-AA10e6D
08/08/22	Gliding Championship	Feature on BBC Radio Leicester morning show at 11:26am	BBC Radio Leicester	Broadcast - Radio	
13/08/22	Dog-friendly activities	Dog-friendly destinations in Leicester and Leicestershire	Dlux Magazine	PR - Online	https://dluxe-magazine.co.uk/leicester-2/dog-friendly-destinations-in-leicester-and-leicestershire/
13/08/22	Dog-friendly activities	Dog-friendly destinations in Leicester and Leicestershire	Leicester Mercury	PR - Online	https://www.leicestermercury.co.uk/whats-on/whats-on-news/dog-friendly-destinations-leicester-leicestershire-7451373
15/08/22	Gliding Championship	Feature on BBC Radio Leicester drive time show at 17:26	BBC Radio Leicester	Broadcast - Radio	
15/08/22	Gliding Championship	International sporting event heads to skies over Harborough	Harborough Mail	PR - Online	https://www.harboroughmail.co.uk/whats-on/things-to-do/international-sporting-event-heads-to-skies-over-harborough-3805998

19/08/22	Gliding Championship	Feature on BBC Radio Leicester lunchtime show at 12:27	BBC Radio Leicester	Broadcast - Radio	
19/08/22	Gliding Championship	Leicestershire hosts Women's World Gliding Championships	ITV	Feature - online media	https://www.itv.com/news/central/2022-08-19/womens-world-gliding-championships-held-in-uk-for-the-first-time
08/09/22	Group travel	How group visits bring history to life at the King Richard III Visitor Centre	Group Leisure & Travel	Editorial - online media	https://www.groupleisureandtravel.com/features/how-group-visits-bring-history-to-life-at-the-king-richard-iii-visitor-centre/9718.article
13/09/22	Meet Leicester	Loughborough to host UK Science Park Association	Conference News	PR - Online	https://www.conference-news.co.uk/news/loughborough-host-uk-science-park-association
13/09/22	Meet Leicester	UK Science Park Association to host autumn conference	Love Business East Midlands	PR - Online	https://www.conference-news.co.uk/news/uk-science-park-association-to-host-autumn-conference-at-charnwood-campus-in-loughborough/
14/09/22	Influencer visit	The Nomads explore Leicester and Leicestershire	Guest blog for Visit Leicester	Blog	inspiration/blogs/read/2022/09/the-nomads-explore-leicester-and-leicestershire-b252
14/09/22	Invest in Leicester	National science associations choose Leicester and Leicestershire	Love Business East Midlands	PR - Online	https://www.conference-news.co.uk/news/national-science-associations-choose-leicester-and-leicestershire-to-host-major-events/
20/09/22	Influencer visit	5 Family-friendly Attractions in Leicestershire You Must Visit	Guest blog for Visit Leicester	Blog	http://travellowdown.com/recommendations/5-family-friendly-attractions-in-leicestershire-you-must-visit
21/09/22	King Richard III anniversary	Five ways to follow in the footsteps of King Richard III	Britain Magazine	Editorial - online media	https://www.britain-magazine.com/news/five-ways-to-follow-in-the-footsteps-of-king-richard-iii/
23/09/22	Meet Leicester	Meet Leicester to showcase sporting venues at CHS Birmingham	Conference News	PR - Online	https://www.conference-news.co.uk/news/meet-leicester-showcase-sporting-venues-chs-birmingham

Date		Article Title	Publication	Type	Link
Planned					
		King Richard III anniversary PR		Please select:	
		King Richard III travel PR		Please select:	
		VE Attractions Survey PR		Please select:	
		Accessible tourism PR		Please select:	
11/10/22		Rural Retail PR		Please select:	

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