



## Brittany on the big screen



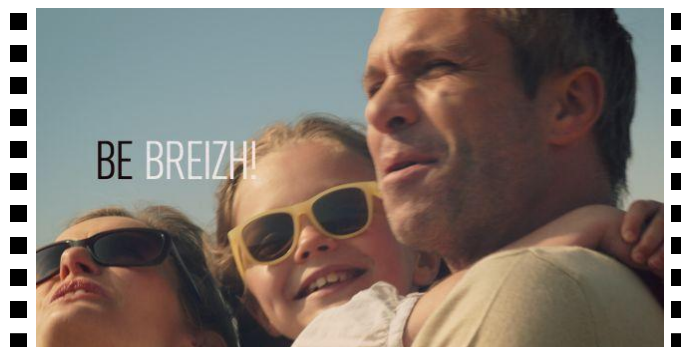
**See the Brittany trailer at a cinema near you and get inspired to take an invigorating holiday – discover the real Brittany**

The 30-second cinema trailer is a compilation of breathtaking images of Brittany, a unique holiday destination, and will be shown in cinemas across the country until the end of July 2010. The beautiful and iconic images take in unspoilt stretches of golden beaches, fresh-from-the-sea shellfish, wild and dramatic countryside and local festivals bursting with colour and life. Brittany is like no other and everyone is invited to see for themselves!

The trailer urges people to 'Be Breizh!' but what does this mean? Breizh is the Breton word for Brittany so it's an invitation to discover the real Brittany. Discover the unique Breton spirit and energy, the joie de vivre, the invigorating fresh air and the great outdoors – a break in Brittany is the promise that you'll come back feeling refreshed and revived with a whole new lease of life.

The trailer will be shown before selected films nationwide until 29 July 2010. For full cinema listings, please contact Elizabeth Thorold:  
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To find out more about Brittany, visit the brand new website for Brittany Tourism,  
[www.brittanytourism.com](http://www.brittanytourism.com)



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