SOUTHERN COMFORT BRINGS SPIRIT OF NEW ORLEANS MARDI GRAS TO LONDON

Throughout February, a month long celebration of Southern Comfort saw a livery campaign on taxis in London. Using the innovative Shimmercal effect, which has been developed and offered exclusively by Taxi Media, the campaign taxis also had branded receipts and tip seats.

Consumers got the chance to win tickets to Southern Comfort's SoCo Social Mardi Gras events in London, Manchester and Glasgow and be transported to the events in special Southern Comfort branded taxis. Four lucky winners also have the chance to be guests of Southern Comfort at the actual Mardi Gras in New Orleans.

This is one of the most famous Mardi Gras carnivals in the world. As Southern Comfort was created in New Orleans in 1874, Mardi Gras is a key time period in the brand's calendar.

Lois Ireson, Brand Manager Southern Comfort UK & SA, said: "This is our second year of Mardi Gras activity in the UK. Our plans with Taxi Media and Kiss and Galaxy help bring the spirit of New Orleans closer to consumers and signpost our activity taking place in bars, clubs and Asda stores across the country. The use of cabs to promote Southern Comfort is a natural extension of the brand's 'Safe Ride' TV spot reinforcing the importance of responsibility and friends getting home safely."

THE LONDON GOLF SHOW TEES OFF IN DOCKLANDS

It will be tee time for golf fans at ExCel for the 2009 London Golf Show from May 1st to 3rd. This huge event will have something for everyone – from the complete novice to the scratch golfer – and will see a range of masterclasses, exhibitions and events centred on this much-loved game.

A huge indoor driving range is to be set up to allow visitors to test-drive new clubs and there's a long drive competition for big hitters out there who fancy putting their money where their mouth is. Professional coaches will be on hand to help adjust swings, improve accuracy and generally sharpen up people's games from the tee to the green.

A PEEP INTO CLUBLAND

London's Clubs have been central to London life since the late 17th century. The Cartoon Museum has been granted unprecedented access to the collections of thirteen private London clubs for its exhibition A Peep into Clubland. On show are around 100 original cartoons and caricatures, many on public display for the first time. Each club reflects the professions and personalities of its members and over time has acquired its own distinct character. The clubs, which range from Boodle's, founded in 1762, to Harry's Bar, which opened in 1979, draw their members from many walks of life: artists and actors, barristers and clergymen, politicians and sportsmen, scientists and country gentlemen.

The exhibition is now on until 3 May 2009 at The Cartoon Museum. Opening hours are Tuesday to Saturday, 10.30-17.30; Sunday 12-17.30 Admission £4, Conc. £3, Free to Students and Under-18s.

LTI STAFF MAKE DONATION TO NSPCC

Every year LTI's employees hold a number of events to raise funds for the NSPCC, including a well supported golf day. "It's important, even in these tough times, that we support such a worthwhile cause as much as possible and we at LTI are happy to be able to hand over this money to the NSPCC Coventry Business Group," said Peter Shillcock, Managing Director of LTI.

Richard Shawcross, fundraising executive at the NSPCC said "We're so grateful to all the staff at LTI for their generosity and support to making a real difference to the lives of vulnerable and abused children. The funds raised will go towards supporting the Boole House project in Coventry which works with local children. None of the services and projects would be possible without the continued generosity of our donors, fundraisers and supporters."

From L to R: Richard Shawcross, Fundraising Executive, NSPCC, Geoff Cousins, Chairman, NSPCC Coventry Business Group, NSPCC, Peter Shillcock, Managing Director, LTI Vehicles and Adam Wright, HR, Training & Development Officer, LTI Vehicles