



TURKISH OFFICE OF CULTURE & TOURISM APPOINTS REDMINT COMMUNICATIONS

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The Turkish Office of Culture & Tourism in the UK (TCTO UK) has appointed Turkey-specialist Redmint Communications to boost the country's PR efforts, particularly in relation to cultural tourism as Istanbul prepares for its title as European City of Culture in 2010.

Commenting on the appointment, Irfan Onal, Director of the TCTO UK said: "We are looking to increase promotion of Turkish culture in Britain this year, and Redmint Communications being Turkey-specialists are the ideal partner to help us achieve our vision. Turkey has so much to offer - from the huge number of ancient remains and historic sites ranging from the Hittite to the Byzantine, Roman, Ancient Greek and Ottoman Empires, to the exciting range of cultural events and festivals, museums and galleries that are springing up across the country, our aim is to increase awareness via both the consumer and trade press."

The TCTO UK is also currently working on a new website, which will help the country promote and market itself more effectively.

Hulya Soylu and Ceyda S Pekenc, Directors of Redmint Communications commented "This is a very exciting brief for us and we therefore plan to step-up promotion of Turkey's rich cultural tapestry, highlighting the country's cultural heritage of more than 10,000 years, where no less than 20 civilisations have lived and passed, as well as Turkey's more recent cultural renaissance; the country is bubbling with energy and renewed confidence and we will be focusing on increasing awareness of these exciting developments from new museums and galleries to the burgeoning film industry and music festivals – as well as building awareness of Istanbul as European City of Culture 2010 around the theme of 'Seven Hills of Istanbul, Seven Hills of Culture.'"

This cultural focus will be just one element of Redmint's more general strategy to continue promoting Turkey as a fantastic-year round holiday destination, bursting with opportunity for activity-breaks, beach-holidays, city-visits and natural wonders.

www.gototurkey.co.uk

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