



Members of the Queens Royal Lancers Association with HEY Conferences Team

Queen's finest, honour Hull & East Yorkshire Conference Team

Hull & East Yorkshire (HEY) Conferences received a special award from the Queen's Royal Lancer Regimental Association on Saturday 8 March 2008 in recognition of their support in helping to organise the Lancer's Annual Dinner in the city for the last 6 years.

Alfred Smith, a British Empire Medal holder and Dinner Secretary for the Lancers was delighted to present the award on behalf of the Regimental Association: "The HEY Conferences team have been fantastic and have provided an invaluable level of support for the last six years and I'm really pleased that we have given this award as it is a chance to say thank you. The team helped us relocate the dinner from York to Hull in 2002 and we have kept coming back every year since. Their local knowledge, flexible approach and friendly support throughout have helped to make each dinner a success."

Claire Hill from HEY Conferences accepted the award on the team's behalf: "We're very honoured to accept this award from the Lancers and are grateful for their recognition of the work that we do. It's fantastic that we have been able to work with them over so many years and it's a relationship we hope to continue long into the future. It is very important to us that the service we provide meets client needs and to be recognised in this way has been a huge boost to the whole team as we strive for the best service possible."

The Queen's Royal Lancers is a serving armoured regiment based in Catterick, with Her Majesty the Queen as its Colonel-in-Chief. The cap badge is known as 'the motto' - *death or glory* - because of the skull and crossed bones above 'or glory'. The six cavalry regiments amalgamated to form The Queen's Royal Lancers are: the 5th, 16th, 17th and 21st Lancers.

The Queen's Royal Lancers were mechanised in 1939 and fought in North Africa and Italy during the Second World War. Between 1945 and 1993 the regiment served in Germany, Aden, Northern Ireland, Hong Kong, Cyprus and Lebanon. In the Gulf War it was first to enter both Iraq and Kuwait.

This year's annual dinner of the Northern Branch of the Regimental Association was on Saturday 8th March at the Quality Royal Hotel and was attended by over 90 members of the Queen's Royal Lancers.

HEY Conferences work to support business tourism in the city region and have recently launched a new brochure detailing Hull & East Yorkshire's offer to conference and event organisers, to order a copy or for further information please contact the HEY Conferences team on 01482 486500 or visit <http://www.heyconferences.co.uk/> Further general visitor information can also be found on <http://www.realyorkshire.co.uk/>

- Ends -

NOTES FOR EDITORS:

Hull & East Yorkshire Conferences

Hull & East Yorkshire (HEY) Conferences is a public and private sector partnership actively promoting the region as a quality conference destination within the Visit Hull & East Yorkshire Destination Management Organisation (DMO).

The aims of Hull & East Yorkshire Conferences Partnership include raising the profile of Hull, East Yorkshire and the Humber region as a leading conference destination and providing a high quality service to its customers.

Visit Hull & East Yorkshire

Visit Hull & East Yorkshire (VHEY) is partnered with Yorkshire Forward, East Riding of Yorkshire Council, Hull City Council and the private sector. VHEY is tasked with generating increased tourism activity in Hull & East Yorkshire through a range of innovative marketing activities and tourism business support.

Visit Hull & East Yorkshire supports press familiarisation visits for journalists researching relevant features based on the region.

Visitor website: <http://www.realyorkshire.co.uk/>

Corporate/media: <http://www.vhey.co.uk/>

Conference support: <http://www.heyconferences.co.uk/>