

Press Representation: Top Position
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Execute A Little Flair With Helicopter Flights To Cheltenham Festival

Are you an avid racing fan? A keen bettor or enjoy a taste of the high life? With the first major sporting event of the year nearly upon us, why join the hoards of travellers on the congested roads and unreliable rail networks, when a helicopter charter service to Cheltenham Festival really is more credit less crunch?

Chief Executive and pilot at Atlas Helicopters, the specialists in private helicopter hire outlines, "Those with a taste for the high life regularly take helicopter flights to all of the major sporting events, but that isn't to say that it is a costly alternative. There is often a misconception that helicopter flights are extremely expensive, but many are realising that this is not the case at all. By the time you have paid your fuel costs, driven miles and started to look rather dishevelled as you arrive at your destination, you could have arrived feeling cool and collected without the additional cost of fuel.

Running from Tuesday March 10 until Friday March 13, the festival will attract 230,000 people over the week with an astonishing £500 million being wagered on the outcome of 26 races. This year's event is set to make inroads on last year's event with a total prize fund of £3.67 million, making an average of £141,000 for each festival race.

29-year-old Lee Carlisle from Nottingham visited the event last year he said, "The Cheltenham Festival is without a doubt one of the best events on the sporting calendar, but last year's festival proved to be a real headache for me and my friends. We got stuck in the most horrendous traffic and we missed some of the races, we all said after last year's experiences that should we re-visit the festival we would certainly consider a helicopter charter service as it is so much cheaper than you would expect."

Mr Burns from the firm who have a huge database of departure sites added, "Visiting The Cheltenham Festival, is one of those events that requires a little flair and what better way to execute this than to arrive as a VIP in your own helicopter? The Cheltenham Festival is a wonderful experience, that's why it is a shame to start the day in a traffic jam arriving late for the days first races."

Not only does helicopter travel to a sporting event avoid the stress of airports, traffic jams and public transport, by cruising at speeds of up to 120 knots and a maximum range of 400 miles, helicopter charter can allow you to make multiple visits in one day, and arrive at The Cheltenham Festival with no fuss, no agitation and certainly no worry of missing what this year's festival has to offer.

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Atlas Helicopters will have a luxurious fleet four AS355 Twin Squirrel's and one Bell 206L LongRanger, on hand to take all those avid racing fans to one of this year's biggest events, so what are you waiting for? Call Atlas Helicopters now on 0800 328 0432 for a no obligation quote, and get your slice of the VIP lifestyle.

Editor's Note: Atlas Helicopters is represented by search engine optimisation agency, Top Position. Please direct all press queries to Tina Clough. Email: tina@topposition.co.uk or call: 01623 726233

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