

The Co-operative Launches Competition to Win Trunki



Released on: June 04, 2011, 2:03 am

Author: [The Co-operative Magazine](#)

Industry: [Travel](#)

June 4, 2011 - To launch its 'Family Firsts' online guides for parents, The Co-operative Magazine is giving away a pair of funky Trunkis worth £80!

Trunkis are ride-on suitcases for children aged between three and six years old, and they rose to fame after designer Rob Law pitched his idea (unsuccessfully) to Peter Jones, Duncan Bannatyne, Theo Paphitis, and Deborah Meaden on BBC One's Dragon's Den in 2006. The little colourful suitcases have since taken the world by storm and are now a must-have item for all families with young children. They are available in a wide range of colours, designs and characters, including the Gruffalo, Freddie the Fire Engine and Penelope the Princess.

The Co-operative is giving its readers the chance to win two of these brilliant suitcases as part of its plan to provide useful and interesting information for parents and families. Readers of the online magazine can enjoy everything from seasonal events guides and advice for great [family days out](#), to [healthy recipes](#) and easy ways to [recycle at home](#).

Family Firsts is a new section of the online magazine dedicated to giving parents advice on everything from taking the children abroad to potty training. Readers will be able to find useful articles, videos and podcast in the Family & Finance category.

To win this fantastic prize, simply visit the Travel & Leisure section of [The Co-operative Magazine](#), click on 'win a pair of kids' Trunkis' and enter by filling in the simple online form with your name, address and contact details.

The competition will close on 17 July 2011.

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The Co-operative Group stands apart from other major retailers in the UK as a business which is owned, not by a small group of shareholders, but by more than five million consumers. With core interests in food, financial services, travel, pharmacy, funerals and farms, it has an annual turnover of £14 billion, employs 123,000 staff and operates over 5,000 retail trading outlets handling more than 20 million weekly transactions.

Following the acquisition of the Somerfield supermarket chain in March 2009, The Co-operative Food is the fifth largest food retailer. The Co-operative Financial Services is one of the largest and most diversified financial mutual businesses, operating The Co-operative Bank, The Co-operative Insurance and Britannia.

The Co-operative is the UK's number one provider of funeral services, the third largest retail pharmacy chain, a leading travel retailer, supplying the travel needs of more than three million people annually, and is the UK's largest farmer.

Among its other businesses are The Co-operative Motor Group, The Co-operative Electrical and The Co-operative Legal Services.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)