

# THE WHITE BOILER COMPANY

**For immediate issue**

**RHPR11.14**

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## **Win £100 Sainsbury vouchers in White Heat Twitter campaign**

To celebrate the launch of the WH80 and WH90 White Heat range of combi boilers, The White Boiler Company, part of the Ravenheat Group, has announced a dedicated Twitter campaign - **#loveWhiteHeat** - via the company's account, **@RavenheatUK**. The campaign offers followers the opportunity to win £100 Sainsbury vouchers just in time to celebrate Xmas.

Set to run from 17<sup>th</sup> November to 12<sup>th</sup> December 2014, Twitter users can win the vouchers simply by tweeting images of their White Heat installation and giving one reason why they love the White Heat boiler. Users have multiple opportunities to enter and the winner will be selected by a senior member of The White Boiler Company management team.

Louis Pickersgill comments: "What better way to celebrate the launch of this new brand than to launch our very own **#loveWhiteHeat** campaign? Everyone's a winner as not only do new and existing followers of **@RavenheatUK** get a chance to scoop £100 of vouchers, all images will be retweeted for added publicity.

"The timing of the campaign is perfect as we have recently announced an extension to our seven year guarantee offer by a further six months until 30<sup>th</sup> June 2015, and all at no extra cost," adds Louis.

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As well as hosting the competition, @RavenheatUK will continue to serve as a hub of knowledge throughout the campaign period, dispensing information, facts, tips and advice relating to gas boilers and energy saving measures.

**-Ends-**

For further information on the new White Heat collection, visit [www.ravenheat.co.uk](http://www.ravenheat.co.uk) or call 0113 252 7007.

**Photocaption:**

To celebrate the launch of the White Heat range of boilers from The White Boiler Company - part of the Ravenheat Group - a dedicated Twitter campaign - **#loveWhiteHeat** - has been unveiled via the company's account, @RavenheatUK. The campaign offers followers the opportunity to win £100 Sainsbury vouchers in time for Xmas.



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