



## **FOUR NEW APPOINTMENTS JOIN NEW MD AT DAY OUT WITH THE KIDS**

[Day Out With The Kids](#) has welcomed a string of new appointments in the last month, with four new faces joining the team heading up the biggest website for family days out in the UK.

Following an exciting year since rebranding in January 2017, [dayoutwiththekids.co.uk](#) has strengthened its digital, sales and brand teams as it continues to grow, as well as appointing a new Managing Director.

Simon Applebaum joins the team from parent company, Attraction World, with over 10 years' experience in the travel industry. Having previously worked for Thomas Cook in a variety of marketing roles, his move to Attraction World also saw him overseeing the product portfolio, experience which he plans to bring to [dayoutwiththekids.co.uk](#) as part of its exciting plans for 2018 and beyond.

Elsewhere in the team, Daniel Mahon joins the team as a Senior Developer, having previously worked at The NEC and Ticket Factory. Zach Cabey, who hails from New York, has recently relocated to Birmingham and joins the team as New Business Manager, helping to build relationships with some of the UK's most popular attractions.

April Pickersgill, who has previously worked in the communications teams at Birmingham Children's Hospital and The Belfry, joins as Social Media Content Manager, whilst new Digital Content Executive, Dela Lozanova, has moved to [dayoutwiththekids.co.uk](#) from a similar role within the wider Attraction World Group.

Speaking of the appointments, Simon Applebaum, Managing Director at [dayoutwiththekids.co.uk](#) said: "I'm excited to support the growth within our business - and it's a fantastic opportunity to head up a team that are such brilliant ambassadors for the brand - I think it's rare to work for a business where everyone totally gets the vision of the company."

Based in Birmingham, [Dayoutwiththekids.co.uk](#) helps 17 million families find inspiration and great days out every year, making it the biggest website for family days out in the UK.

For more information, or to find your next day out, visit [www.dayoutwiththekids.co.uk](#).



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