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Alton Towers bans PDAs

Parents urged to "reconnect fully with their families"

by Katie Scott published on 27 May 2008

Alton Towers is banning PDAs over the summer half term.

Until 1 June, parents are being told to leave work behind at the theme park, where a strict "PDA Free Zone" will be in operation.

PDA police will be on site to enforce the ban and any adult caught using a PDA whilst at the Resort will be asked to report to one of five "PDA Drop Off Zones" where they can safely leave their PDA's for the day.

If the scheme is successful, it will be introduced full time.

Russell Barnes, divisional director for the Alton Towers Resort explains; "What we have here is the ultimate short break location where every member of the family can unwind and have fun".

"We feel it's so important for parents and kids to focus on nothing more than having the best possible time, we are prepared to take drastic action to ensure that parents really leave their work behind!"

