

# Destination Breaffy Strikes Gold as the FIRST hotel in Ireland to Launch Magicland with My Buddy McSpuddy

## PRESS RELEASE

It's a huge success story and another 'Super Win' for Breaffy House Resort as it becomes the first hotel in Ireland to launch Magicland with My Buddy McSpuddy. My Buddy McSpuddy is the brainchild creation of Eoin Heverin a Castlebar native who appeared on Dragon's Den and received widespread adulation and investment in his company. Mr. Heverin's latest addition "My Buddy McSpuddy" has been described as the Irish version of 'Elf on the Shelf' by Barry O'Sullivan from Dragon's Den. The toy is not an ordinary doll toy but a best friend and a lucky charm! My Buddy McSpuddy is set to be a household name world-wide.

As part of its 2018 In-house Summer Entertainment programme, Breaffy House Resort has become the FIRST hotel in Ireland to launch Magicland by My Buddy McSpuddy. Destination Breaffy has always received widespread recognition for being a top-class family friendly hotel with its award winning Breaffy Buddies Kids Club programme. In 2017 it was accredited as being one of the top 5 Kids Club hotels in Ireland by [www.mykidstime.com](http://www.mykidstime.com)

This summer the hotel has enhanced its family offering with Magicland by My Buddy McSpuddy. Every Tuesday the little VIPs are escorted to the Fairy village on the hotel grounds and the story of My Buddy McSpuddy is revealed. He is a Magic Leprechaun who owns his very own pot of gold but this summer he has lost it on the grounds of Breaffy House Resort and he needs the children's help in finding it! Following the trail of 7 gold coins, the children are taken on a secret journey through Magicland to unearth the jigsaw puzzle and find out the secret clue that leads to My Buddy McSpuddy's pot of gold!

As Una Kilbane Duty Manager at Breaffy House Resort explains *'The children absolutely LOVE it'*. The gold coins are placed throughout the fairy village along a trail full of magic and adventure. Una continues *"They really want to help My Buddy McSpuddy find his pot of gold! You can really share in their excitement and elation when one of the children discovers a coin that takes them one step closer to the clue, revealing the precise location of the pot of gold. The whole morning is filled with wonder, mystery, amazement and intrigue. In a word it is truly special"*.

Eoin Heverin creator of My Buddy McSpuddy is already delighted with the results. *"Building on my own personal success with My Buddy McSpuddy, I am delighted to be working with Breaffy House Resort on such a wonderful initiative as part of their 2018 In-House Summer Entertainment programme. Breaffy House resort is in my home town of Castlebar and I was delighted when they approached me and asked me to bring My Buddy McSpuddy's magic to their hotel. They support Irish businesses and they especially love to support local businesses, I share that exact same philosophy. They have been an absolute joy to work with."*

A Facebook competition has been launched in conjunction with Breaffy House Resort. Parents can take a photo of their child in the Giant Cut out board of My Buddy McSpuddy

located in the foyer of the Woods Hotel. Parents can post photos directly onto the My Buddy McSpuddy Facebook page <https://www.facebook.com/MyBuddyMcSpuddy> with a comment using the hashtag #destinationbreaffy to be in with a chance to win a weekend away in the resort. 2<sup>nd</sup> prize is a My Buddy McSpuddy box set. Don't forget to like the page so you can see all the comments and be notified of the results!

Magicaland with My Buddy McSpuddy has been an instant success and runs every Tuesday throughout Summer 2018 at Destination Breaffy.

Following on from last year's very successful "Fairy land ball" The crescendo to this years events will be a massive My Buddy McSpuddy ball , which will be held in the Breaffy house resort in October 2018. An extravaganza not to be missed!

For more details on this and all other activities running as part of the 2018 Summer Entertainment programme visit

<https://www.breaffyhouseressort.com/summer-entertainment.html>