



Conservatives bring in masseurs for next party conference

Chantelle Dietz, 22 July 2011, 11:14am

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The Conservative Party has hired pop up spa The Cloud for its next party conference in Manchester.

The Cloud will set up a pamper area at Manchester Central from 2-5 October where delegates will be able to enjoy a professional ten minute massage in the sanctuary of an inflatable structure.

Azahar Hussain, director of Fingerprint Events, the agency responsible for producing the event said The Cloud will provide a place for delegates to relax and re-energise during the four-day event.

"Conferences are stressful and as we are the last of the three big political conferences on the circuit, many of our delegates may well be in need of something different," he commented.

"We liked the concept of The Cloud as soon as we saw it at Confex. Certain delegates won't want to be gawked at while they have a massage and The Cloud offers them something discreet, quick and effective. When you walk into the Cloud it cocoons you from the noise and disturbances of the conference."

The Cloud director Joel Sutton added: "We are thrilled to be asked to attend the Conservative Party Conference... We can definitely sort out any tricky knots but unfortunately not the economy."

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