



PRESS RELEASE

FOR IMMEDIATE RELEASE

21 MAY 2010

Cartmel - Sheepy Village! Trail 2 June - 16 July 2010

Sheep can always be found grazing on the Lakeland fells, but visitors to Cartmel this summer will discover an unusual new flock of 31 rare-breed ruminants. The brightly coloured sheep will be found grazing around Cartmel village between **2 June - 16 July**, as part of a major initiative raising funds for the Flookburgh based charity, **Bay Search & Rescue**.

Cartmel businesses, community groups, schools and families have enthusiastically taken up the fun challenge to unleash their wildest creative ideas and decorate these life-size sheep. There has been an overwhelming response in this project's first year, and all 31 sheep have now been sponsored. The project has also received a grant from the Hadfield Trust.

The organisers, who are all volunteering their time and offering their professional skills for free, aim to make **Cartmel - Sheepy Village!** an annual event in Cumbria's cultural calendar. Whilst raising funds for charity is the main objective, the project has the support of Cartmel Racecourse and Cumbria Tourism.

"Cumbria Tourism is delighted to support the Sheepy Village campaign and Cartmel's support for the essential Bay Search and Rescue service. The campaign is a great way to encourage people to visit the picturesque South Lakes area, discover Cartmel and is fun for families too. We look forward to it becoming an essential date in South Lakeland's annual calendar" Sandra Wood, Cumbria Tourism

Counting Sheep For Charity

To help visitors find all of the sheep, a **Sheepy Trail** map (£2) will be on sale in Cartmel pubs and shops from 28 May 2010. The map also contains Sheepy Facts & competitions. A 2011 calendar is currently in production and will also go on sale (£5 with all proceeds going to the charity) on 2 June 2010.

Sheepy Stall at Cartmel Races

Wednesday 2 June 2010

2 June is a raceday, so paying racegoers can come and meet some of the **Bay Search & Rescue** team at the **Cartmel-Sheepy Village!** stall near the Grandstand. **Sheepy Trail** maps, calendars and some fun sheepy themed products will also be for sale, with all funds raised going to the charity.

Grand Sheepy Auction at Cartmel Racecourse

Saturday 17 July 2010

The Sheep and other Lots are to be auctioned at a prestigious evening event at Cartmel Racecourse on **Saturday 17 July 2010**, with all proceeds going to **BS&R**. Any businesses or individuals wanting to support this fundraising project can do so by contacting Richard English on 01539536240. During the day there will be a fundraising event where families can see the **BS&R** vehicles and even have a ride. Children can have a go on the climbing wall and there will be stalls selling sheepy related products.

Notes to Editors

Bay Search & Rescue is a charitable trust run by volunteers from the local community. For more information on the work they do visit: www.baysearchandrescue.org.uk

For further information, photo opportunities and photographs contact: **Sandy Kitching, Press Liaison** tel: 015395 36110 email: sandykitching@me.com
www.cartmel-sheepyvillage.com www.cartmelvillage.com



Photo Sponsor: Steve Reeve