

PRESS RELEASE

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FOR IMMEDIATE RELEASE

HAVE EWE SEEN EWE-GENE? - CARTMEL ANNOUNCES SHEEPY VILLAGE TRAIL

Cartmel - Sheepy Village Trail is a new art initiative involving the whole community, which will raise vital funds needed by the Flookburgh based charity **Bay Search & Rescue**.

Cartmel businesses, community groups, schools and residents are being invited to have fun and unleash their wildest creative ideas to help create the Sheepy Village Trail. To date, members of the community have pledged to sponsor 15 life-size fibreglass sheep that will be brightly painted and placed around Cartmel between **2 June - 17 July 2010**. The culmination of the event will be a Sheep Auction with all proceeds going to **Bay Search & Rescue**. As interest in the project grows, the target is to have a trail of around 30 sheep this year, and to make it an annual event in Cumbria's cultural calendar. A barometer charting the fund raising progress will be posted on the website: www.cartmelvillage.com, and a Sheepy Village Trail map will be available for download.

The first bright yellow sheep, "Ewe-gene", that was stolen from outside the Cavendish Arms last week, has now been found safe and unharmed, with no RAMsome having been paid. The organisers are non the wiser as to who was behind the theft, but it has resulted in a review of security so that the event planning can steam ahead undeterred by recent events.

"We are relieved that the stolen sheep has been returned, unaffected by her ordeal, and the unexpected resulting publicity surrounding the kidnapping has got the whole village talking. We have been overwhelmed by the generosity of so many people already pledging their support for the sheepy art trail." Richard English, Cavendish Arms

The charity **Bay Search & Rescue** is a volunteer team with specialist training, local knowledge and unique dedicated all-terrain amphibious rescue vehicles providing assistance to Cumbria Fire & Rescue, H.M. Coastguard, The Police, Mountain Rescue Teams and Ambulance Service on and around the 'unique' Morecambe Bay and South Lake District Area. During the recent floods some of their team and vehicles were deployed to Cockermouth to support the rescue effort. Funds raised will go directly toward helping the charity purchase vital pieces of rescue equipment needed for them to continue to provide this life-saving service.

"Whilst the priority is to raise funds for Bay Search & Rescue, we hope that the Sheepy Village Trail will bring more visitors and tourists flocking to Cartmel, which will ultimately benefit the economy and the whole community. Following the negative publicity surrounding the floods that affected Cumbria so badly, it is important that visitors know that Cartmel and its accommodation and attractions are fully open for business and we look forward to a very bright 2010." Sandy Kitching, Early Bird Design

Any businesses or individuals wanting to get involved with the Sheepy Village Trail fundraising project or make a donation can do so by contacting Richard English on 01539536240.

**For further information and photographs contact:
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