

Press Release: 12 February 2016



Take the Teddies for a cruise this Easter #teddyfest

Ullswater 'Steamers' are offering free travel to our younger visitors this Easter (25 March -10 April) when they take along their cuddly bear friends to share the cruise experience.

The multi award-winning attraction is also encouraging visitors to get social by posting photos of the best dressed bear on a boat social media platforms, don't forget to tag 'Steamers' in your posts and use #teddyfest to be in with a chance of winning a top prize each week during Easter.

There's a brand new 'Teddy Trail' between Aira Force & Glenridding Pier – simply fill the hidden teddies in the woodland walk to make a letter and if you complete the mystery word they make claim a fluffy Sammy squirrel keyring as your prize from Glenridding pier house.

And the kids and teddies will be kept entertained on-board with a selection free of colouring sheets and crayons.

You could also take your bears out west for a journey on the 'Steamers' sister attraction, the Ravenglass and Eskdale Railway, where you might spy 'Ratty' dotted about in the countryside... check for further details visit: <http://ravenglass-railway.co.uk>

If you book a break away with Lake District Estate holiday parks you will get a free teddy so you can take part in the #teddyfest fun too.

For further information about events and cruises with Ullswater Steamers please visit: www.ullswater-steamers.co.uk

ENDS

Notes to Editors:

1: For additional information or to arrange a press trip please contact Greg Stephenson on 01539 825060 or e-mail gstephenson@cumbriatourism.org

2: Children aged 5-15 travel free between 25 March -10 April with their teddies. Each child must be accompanied by a full paying adult and present the teddy when purchasing tickets at the Pier Houses.