



## Celebrate and Keep Safe on VE Day



**This Friday (8<sup>th</sup> May) marks a double celebration in Pooley Bridge and Ullswater 'Steamers' is inviting everyone to their VE Day #StayHomeStreetParty in the same week that a major milestone is reached in the town's Pooley "New" Bridge project.**

Alongside other businesses and caravan parks owned by Lake District Estates, Ullswater 'Steamers' will be spreading joy to those who can't visit the Lake District in person by sharing photos and videos of their picnics, with stuffed bears taking place of the usual tourists as they tuck into party food, along with all the traditional decorations and bunting.

Anybody can get involved from home by holding sharing photos of their own picnics and sharing their party photos and selfies on social media.

*"It's not been the 2020 we were expecting" says Rachel Bell, Head of Marketing & Development at Ullswater 'Steamers'. "Such a special anniversary, coupled together with the reconnection of Pooley Bridge almost five years since Storm Desmond, would usually have*

been a reason for locals and visitors alike to come together, but even if we can't be together physically we're determined not to let Coronavirus stop us entirely.



*"We're inviting everybody to join in with our #StayHomeStreetParty on VE Day through social media by sharing their picnics from wherever they are. Plus, **Waterfoot Park** will be hosting an extra-special live picnic and 'Caravanoke'. There's nothing better at bringing people together than the power of strong, and Vera Lynn's "We'll Meet Again" not only helps us all remember the sacrifices of the Second World War but also those taking place right now."*

Waterfoot Park has been home to key workers, who have been living onsite to allow the bridge construction to continue whilst abiding to social distancing guidelines. Thanks to their hard work and dedication the new bridge structure is due to be lifted into place by a 1,200 tonne crane later this week, again available to view on social media. With Coronavirus severely affecting the area's economy it is vitally

important that the town is reconnected and ready to bounce back once the danger passes and it is once again safe to travel.

To get involved with the VE Day celebrations simply plan and enjoy your very own #StayHomeStreetParty on Friday and share your photos on the Ullswater 'Steamers' Facebook page. The live picnic and 'Caravanoke' will take place on Waterfoot Park's Facebook page at **1pm on 8<sup>th</sup> May**.

**[ENDS]**

**Press contact** Jonny Winter at [jwinter@cumbriatourism.org](mailto:jwinter@cumbriatourism.org)

#### **Notes to Editors:**

**Ullswater 'Steamers'** is a family-owned business that has been operating in the tranquil Ullswater Valley since 1859. Today, the company provides a sustainable and environmentally friendly way of linking some of the most iconic walking routes and views in the Lake District National Park. Ullswater 'Steamers' has one of the largest heritage passenger vessel fleets in England, including the oldest working passenger vessel in the world, Lady of the Lake. In 2019 the 'Steamer's will celebrate the 160<sup>th</sup> anniversary of their first steamer on the water. The business's awards include Green at Heart Award, British Coach Tourism Award 2019 Heritage Railway, Gold for the 2018, Gold at CREA's 2015,

2014 GTBS Visit England award and winner of Cumbria Tourism's 2011 Sustainable Tourism award and 2016 Large Visitor Attraction of the Year award among many others. For more information about group offers and packages visit <https://www.ullswater-steamers.co.uk/groups/>