



Media release

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Lakes tourist attraction helps to give nature a home with £884.75 donation for RSPB

A popular Lake District tourism business has once again helped the RSPB to give nature a home by raising £884.75 for the nature conservation charity.

For a sixth successful year, Ullswater Steamers worked in partnership with the RSPB to hold a series of wildlife-themed cruises in 2014.

One of the most popular events, the Red Deer Rut Cruise, offered people the chance watch the rut, when stags compete for supremacy. Wildlife experts from the RSPB joined participants for the cruise and shared information about the wildlife and birds on the lake, before accompanying people to the head of Martindale Valley to see the red deer up close.

Each of the wildlife-themed events raised money for the RSPB, which has launched its *Giving Nature a Home* campaign to help tackle the crisis facing UK's threatened wildlife.

Francesca Currie, the RSPB's Membership Development Officer, said: "The wildlife cruises are a great chance for people to enjoy a trip across the spectacular lake, whilst also learning more about some of the area's incredible wildlife.

"Once again, we are extremely grateful for the continued support from Ullswater Steamers and their generous donation of £884.75 from the proceeds, which will help the RSPB to continue giving nature a home."

Rachel Bell, Group Marketing and Events Manager for Lake District Estates and Ullswater Steamers, said: "It is wonderful to be able to team up with the RSPB to offer the wildlife cruises and help

people get closer to nature, whilst raising money for the RSPB and helping to give nature a home, both in the Ullswater area and further afield.”

This year, the Red Deer Rut Cruises will be held from 8-11 October. Please visit www.ullswater-steamers.co.uk for more information and to book.

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For further information and to arrange an interview, please contact:

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Photographs:

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Editor's notes:

1. The RSPB is the UK's largest nature conservation charity, inspiring everyone to give nature a home. Together with our partners, we protect threatened birds and wildlife so our towns, coast and countryside will teem with life once again. We play a leading role in BirdLife International, a worldwide partnership of nature conservation organisations.

2. To find out more about the RSPB's new campaign, *Giving Nature a Home*, visit www.rspb.org.uk/homes

3. For more information on Ullswater Steamers, visit www.ullswater-steamers.co.uk

The Royal Society for the Protection of Birds (RSPB) is a registered charity.
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In Scotland, no: SC037654.