

ULLSWATER 'STEAMERS'

**TAKE THE TEDDY BEARS FOR A TRIP OUT THIS
EASTER AND SAVE SOME PENNIES #teddyfest**



Ullswater 'Steamers' are offering free travel to children this Easter (April 3rd – 16th) when they take along their teddy bear to share the cruise experience.

The award-winning attraction is championing the #teddyfest event which will also see prizes given out for the best dressed bear and the most spectacular 'bears eye view' in a social media competition.

#teddyfest will be launched by Appleby Manor's very own 'Ted', at 10.45am, Pooley Bridge Pier on April 3rd.

There's also prizes to be won over the holidays, as five golden tickets will be hidden in the Lakes Guide handed out to passengers, with the top prize a VIP pass to the exciting opening of the new Aira Pier in May.

And the kids and teddies will be kept entertained on-board with colouring sheets and I-Spy scratch cards.

You could also take your bears out west for a journey on the 'Steamers' sister attraction, Ravenglass and Eskdale Railway, where you could win a rosette for your teddy in the 'Best Bear' competitions and meet Grandad Trevor from CBeebies land.

And if you've come away to the area without your beloved ted, there's no need to panic if you are staying at the Pooley Bridge Inn, Lake District Estate holiday parks, the Quiet Site at Ullswater or any of the Pennington Group hotels, as they are all giving a free teddy to each child.

-ENDS -

Notes:

Press and photographers are invited to attend the launch of #teddyfest

Children aged 5-15 travel free between April 2 and 16th with their teddies. Each child must be accompanied by a full paying adult and present the teddy when purchasing tickets at the Pier Houses.

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.

The business's awards include Gold at CREA's 2014 and 2015 Green at Heart Award, Gold for the 2013 and 2014 GTBS Visit England award and winner of Cumbria Tourism's 2011 Sustainable Tourism award, among many others.

The 'Steamers' run every day of the year except Christmas Eve and Christmas Day, and prices start at £6.40 for an adult ticket.