



Special guest Chris Packham launched the new Jurassic Coast Trust publication 'Wildlife of the Jurassic Coast'

The Jurassic Coast Trust¹ welcomed environmental conservationist, author and television presenter Chris Packham, to officially launch their 5th publication *Wildlife of the Jurassic Coast* at Lulworth Castle.

Written by Bryan Edwards, with the foreword by Chris Packham, and with support from the Dorset Environmental Records Centre², Natural England³, and Dorset County Council, the guide describes how the remarkable variety of rocks along the World Heritage Site⁴ has produced a wealth of wildlife habitats that host plant and animal communities of international importance, and is lavishly illustrated with maps and beautiful colour photographs of the plants and animals that populate this wonderful stretch of coast.

Invited guests and the general public enjoyed a buffet meal in the Castle's Stable Café listening with interest as Mr Packham officially launched *Wildlife of the Jurassic Coast* guidebook, and spoke humorously and enthusiastically about childhood holidays spent visiting the Jurassic Coast.

He said, "I am grateful to my parents for bringing me to this amazing coast at such an early age to discover the diverse species that live in this extraordinary habitat. Since then it has been my great vocational ambition to help more people access natural history. Last weekend I visited the area and saw lots of young people eating ice-cream and enjoying themselves but not one of them was on their hands and knees' discovering what is all around them. This guide will help them access and appreciate a whole new aspect to the coast, countryside and the special habitat the Jurassic coast provides for many species."

James Weld, Chairman of the Jurassic Coast Trust said "We are really excited to see this important book in print and my thanks go to all those involved. A very important part of the Trust's work is to engage more people and companies with what this amazing coastline has to offer. Whilst other publications focus on the incredible geology of the area, this book tells us of the species that flourish as a result of its unique habitat".

Chris Packham continued, "there are many books which applaud rare and glamorous species but this book offers more; plenty of little gems of information about common species, maps of the area and great visuals to help you identify what is around you. How many of us would recognise the bloody nosed beetle or know we had just seen a gatekeeper or hedge Brown butterfly, this book will help you. It's a good book; I wish I had it at the weekend".

Published by Coastal Publishing⁵, the book is available from bookshops, Tourist Information Centres and Visitor Centres along the Jurassic Coast from Bournemouth to Exeter.

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Note to Editors:

1. Note 1: The proceeds from the Jurassic Coast Trust's suite of publications goes to the Trust to support education, conservation, arts, science, and sustainable development projects along the Jurassic Coast. For information about the Jurassic Coast Trust, contact the Executive Officer, Nikki Greenleaf at on 01305 251333 or nikki.greenleaf@jurassiccoasttrust.org. www.jurassiccoasttrust.org
2. Note 2: Dorset Environmental Records Centre was established in 1976 as an independent organisation to collate information on all of Dorset's wildlife. It provides an opportunity for local naturalists and

conservation organisations to work together. For more information telephone 01305 225081, email derc@dorsetcc.gov.uk or visit www.derc.gov.uk

3. Note 3: Natural England conserves and enhances the natural environment, for its intrinsic value, the wellbeing and enjoyment of people and the economic prosperity that it brings. For more information visit www.naturalengland.org.uk
4. Note 4: Jurassic Coast, 185 million years of geological history forms England's first natural UNESCO World Heritage Site. The Jurassic Coast of Dorset and East Devon, which covers 95 miles of stunning coastline from Old Harry Rocks at Studland in the East to Orcombe Point in Exmouth in the West, was given this prestigious status in 2001. For further information about the Jurassic Coast visit www.jurassiccoast.com
5. Note 5: For further information on Coastal Publishing please visit www.coastalpublishing.co.uk or contact Peter N Sills, Publisher on 07976 437467 For trade and bulk orders please call the Orderline on 0845 49 00 147