



7th April 2009  
For immediate release

### **New 'Discover Lulworth' Audio guide launched at Lulworth Cove**

A stroll along the Coast at Lulworth Cove is always rewarded with spectacular scenery but now walkers will have the opportunity to step out with their own personal guided tour, thanks to a new initiative from the Lulworth Estate.

In association with Antenna Audio, the Estate has developed the 'Discover Lulworth' audio tours, which are now available for hire from the Lulworth Heritage Centre.

The 'Discover Lulworth' (MP3) listening tours offer a fun and informative fact pack guide, to accompany you whilst you look over the wonders of Lulworth Cove and surrounding sites. Both children's and adult audio guide tours are available, enabling the whole family to join in.

The guides unravel the prehistoric mysteries of the area, explaining how unimaginable forces created the unique land formations, as well as providing a fascinating insight into the predatory world of dinosaurs and marine reptiles. Stories of smugglers are recounted together with descriptions of some of the rare flora and fauna to be found in the area.

James Weld, General Manager of the Lulworth Estate welcomes this new resource. He said: *"I am delighted to be able to launch this exciting and most entertaining resource. This will enable visitors to connect with this spectacular environment and enhance their visit."*

He added: *"We're particularly pleased to have been able to create such a lively and fun children's tour, which I'm sure will appeal to a wide age group and be popular with family groups"*.

The guides have been designed by the world's leading producer of interpretative audio tours, Antenna Audio. The company is responsible for the audio systems at the Imperial War Museum, Kensington Palace, the London Eye, and the Vatican Museums.

James remarked: *"We will donate 10p to the Jurassic Coast Trust from each hire. The Trust provides support for a diverse range of education, conservation, science and arts projects, which help local people and visitors to enjoy and understand the geological history and beauty of the Jurassic Coast."*

All necessary equipment is available for hire, including the handy MP3 audio machines and headsets (although the machines can be used without headsets) and a useful card illustrating the main listening points along the way.

Each guide costs £3.50. The hire cost will be reduced to £3.00 when visitors redeem the special offer discount voucher currently issued with each Durdle Door and Lulworth Cove car park ticket.\*

To find out more please call into the Lulworth Heritage Centre or telephone 01929 400587.

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### Notes:

1. The Lulworth Heritage Centre is situated at Lulworth Cove, West Lulworth, Dorset BH20 5RH. It offers displays on the history and geology of the area together with educational, information and ranger service. Open every day 10am to 6pm in the Summer and 10am to 4pm in the Winter.
2. The special offer discount vouchers are issued with each valid car park ticket from Durdle Door and Lulworth Cove car parks. They must be redeemed at the point of hire of the audio guides to receive the discount and are not valid with any other offer.
3. Images: Audio Guide poster
4. Antenna Audio ([www.antennaaudio.com](http://www.antennaaudio.com)) is the world leader in audio, multimedia, and mobile cultural interpretation. Each year, more than 20 million visitors purchase Antenna Audio tours in 12 languages across 20 countries at approximately 450 of the world's most famous, fascinating and frequented locations. Founded in 1984 and a subsidiary of Discovery Communications, Inc. since 2006, Antenna Audio is a global company with offices in North America, Europe, and Asia.
5. Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).
6. The Jurassic Coast Trust (formerly The World Heritage Coast Trust) was established in 2002, Registered Charity Number 1101134. The Trust provides support for a diverse range of education, conservation, science and arts projects, which help local people and visitors to enjoy and understand the geological history and beauty of the site. Funds are raised through different levels of support from large and small businesses, Project Sponsors, Individual Friend, Family and the sale of publications. For more information about the Trust visit [www.jurassiccoasttrust.org](http://www.jurassiccoasttrust.org). For more information on how you can support the Trust or become a member please contact Executive Officer Nikki Greenleaf on 01460 242780 or visit [www.jurassiccoasttrust.org](http://www.jurassiccoasttrust.org)

**For further information or images please contact Trudy Braithwaite on 01929 400352 or by email [trudy.braithwaite@lulworth.com](mailto:trudy.braithwaite@lulworth.com) or visit [www.lulworth.com](http://www.lulworth.com)**

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