

## PRESS RELEASE

Target Launch date: February/March 2009

Approved for release



### Take a Virtual Walk Through Time Along the Jurassic Coast

A brand new CD-ROM, which invites you to explore the wonders of the Jurassic Coast World Heritage Site<sup>1</sup> is now available - hot off the press!

For the first time you can dip into a virtual vista of the East Devon and Dorset World Heritage Site, and learn about the very rocks that provide us with a unique insight into the Earth Sciences, depicting a geological 'walk through time' spanning the Triassic, Jurassic and Cretaceous periods.

What better way to delve into the depths of the past to discover how ancient environments and events that occurred millions of years ago have shaped the landscape and continue to affect our lives today.

The CD is the product of a Heritage Lottery Funded<sup>2</sup> project which was responsible for the creation of the Jurassic Coast Gallery at Dorset County Museum. It was devised and created jointly by Aviation partners, the County Museum and the Jurassic Coast World Heritage Team.

The CD was such a hit in the Museum gallery, that a saleable version has now been developed for public and educational use. It is priced at just £11.95 and will be showcased at Museums, Visitor Centres and by local tourism businesses along the coast.

A portion of the proceeds are going to the County Museum and the Jurassic Coast Trust<sup>3</sup>. Chairman James Weld says "*We are launching this as one of our ever-increasing range of high quality media products, relating to the Jurassic Coast World Heritage Site. All profits received by the Trust are used to fund the projects we support*".

If you are a local business, please contact Coastal Publishing<sup>4</sup> for enquiries relating to the supply of the new CD-ROM to your establishment on telephone number 0845 490 0147.

#### Notes to Editor:

1. Note 1: The Jurassic Coast: 185 million years of geological history forms England's only 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](http://www.jurassiccoast.com)
2. Note 2: Heritage Lottery Fund: using money raised through the National Lottery, the Heritage Lottery Fund sustains and transforms our heritage. From museums, parks and historic places to archaeology, natural environment and cultural traditions they invest in every part of our diverse heritage. Over the next 5 years they will invest over £1bn in heritage projects for everyone to take part in, learn from and enjoy. For more information visit [www.hlf.org.uk](http://www.hlf.org.uk)
3. Note 3: Jurassic Coast Trust: the Trust uses contributions 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 on 01460 242780 [nikki.greenleaf@jurassiccoasttrust.org](mailto:nikki.greenleaf@jurassiccoasttrust.org). [www.jurassiccoasttrust.org](http://www.jurassiccoasttrust.org)
4. Note 4: Coastal Publishing: for further information please visit [www.coastalpublishing.co.uk](http://www.coastalpublishing.co.uk) or contact the orderline on 0845 49 00 147.