

PRESS RELEASE



West Dorset Leisure Holidays sponsors The Jurassic Coast Trust

The Jurassic Coast Trust¹ funds more projects along the Jurassic Coast thanks to continuing support from a number of local businesses committed to supporting the work of the Trust. West Dorset Leisure Holidays is a Project Sponsor of the Trust and raises funds through its 'Investing in the Future' scheme which aims to help protect and conserve the stunning landscapes and coastline of the World Heritage Site through projects funded by voluntary visitor donations. West Dorset Leisure Holidays piloted the scheme in 2008, raising more than £6,000 for future projects, and they hope to raise even more this year.

Chairman of the Jurassic Coast Trust, James Weld says "We are delighted that Highlands End and Golden Cap have embraced our 'Investing in the Future' scheme in such a committed way. Their example has meant that there are now three other holiday parks along the coast which, thanks to Martin Cox's inspiration are now supporting the Trust in a similar manner. This means that we will be able to carry out a number of projects which visitors to this remarkable coast, a World Heritage Site, will be able to experience for themselves".

Other businesses who support the Trust through their 'Investing in the Future' scheme are Oakdown Touring Park, Bagwell Farm Touring Park, Durdle Door Holiday Park, Swanage Railway, Chiltern Lodge B&B, Dorset Coastal Cottages, The Lookout Café at Durlston Country Park, Purbeck Ice Cream, Elworth Farm Cottages, and Discover Dorset Tours.

The funds raised by West Dorset Leisure Holidays will go towards a number of exciting projects including fossil dig boxes and Jurassic Coast travelling displays for use in Bridport primary schools, equipment for Jurassic Coast recently launched interactive CD to be used as a teaching aid for Bridport area secondary schools, and Jurassic Coast information leaflets which highlight the unique geology of this World Heritage Site. At Highlands End and Golden Cap Holiday Parks there will be new information panels highlighting the extraordinary landforms, fossils, flora and fauna with the geology explained as to why the Jurassic Coast has been designated a World Heritage Site. Visitors will be able to learn about the natural environment and the importance of maintaining it for future generations.

West Dorset Leisure Holidays Group. Director, Martin Cox says "we are delighted to support the Jurassic Coast Trust and to support a number of such worthwhile educational projects. It is also very satisfying to know our guests recognise that such outstanding beauty and something as extraordinarily important in science terms as the Jurassic Coast, has to be cared for and not taken for granted. All our support helps the Trust ensure that future generations learn about the significance of this World Heritage Site, and the integral beauty of this wonderful part of the world is maintained for the benefit of future generations".

If you would like to 'Invest in the Future' please contact the Executive Officer, Nikki Greenleaf on 01460 242780 or nikki.greenleaf@jurassiccoasttrust.org