



Campaign to Protect
Rural England
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PRESS RELEASE

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Northwich Company and CPRE present £1000 holiday prize

When the Cheshire Branch of the Campaign to Protect Rural England[1] mounted a recruitment drive last summer, Northwich-based holiday firm, Headwater[2], rode to the rescue by donating a fabulous £1000 holiday as the prize in a draw open to new members of the countryside charity[3].

Lucky winners, Anne and Peter Barnard of Church Minshull, who signed up to CPRE at the RHS Flower Show, Tatton, in July, were surprised and delighted when they heard the good news. Their only problem was deciding where to go when they received their Headwater brochure, packed with fascinating walking, cycling and canoeing holidays, in locations from the Loire to Latin America.

'We were spoilt for choice,' said Mrs Barnard, 'We made a long-list, then a short list, then an ultra-shortlist.' The couple finally plumped for a marvelous tour of Andalucia, combining historic Seville with walks through the scented orange groves and white villages of the surrounding countryside.

The Barnards received their prize at the Headwater offices from Rachel Goldrick, Director of PR for the company, and Richard Bass, Cheshire CPRE's Chairman. Mr Bass, who founded the holiday company back in the 1980s as a small venture, approached his former firm himself to ask them to donate a prize, 'I thought it was the perfect partnership – CPRE is seeking members who love the English countryside and want to make sure we can all go on enjoying it, and Headwater offers holidays that enable people to enjoy the countryside abroad,' he said, 'I hope Mr and Mrs Barnard have a wonderful trip, and many happy years as members of Cheshire CPRE.'

To find out more about Cheshire CPRE, call them on 01606 835046, or visit www.cprecheshire.org.uk. For Headwater's latest brochure, call 01606 720199, or visit their website: www.headwater.com

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Anne and Peter Barnard receive a few tips on Headwater's walking and cycling holidays from Rachel Goldrick and CPRE's Richard Bass.

Notes for editors:

[1] The Campaign to Protect Rural England (CPRE) exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country. For more information and archive of press releases see the CPRE Cheshire website at www.cprecheshire.org.uk and the national CPRE website at www.cpre.org.uk

[2] Headwater is a trading division of TUI UK Ltd. The company offers walking, cycling and canoeing holidays in France, Italy, Spain, Portugal, The Eastern Mediterranean, Central and Northern Europe, Africa, the Middle East, Latin America and the Caribbean.

[3] New members joining CPRE by Direct Debit at town and country shows and events before the end of September 2005 were put into a free draw for the holiday, which was drawn in December.

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