

23 June 2020

## **Brian Cox supports National Trust for Scotland SOS appeal** Hollywood star voices charity's new TV ad

One of Scotland's most famous faces has donated his time and iconic Scottish voice to the National Trust for Scotland's new SOS appeal TV advert.

Brian Cox, who is currently starring in the Sky Atlantic drama, *Succession*, recorded the voice-over remotely from his home in up-state New York as he got behind the Trust's appeal to help it safeguard the future of its properties, natural heritage sites, designed landscapes and conservation projects.

The TV ad, which aired from Monday 22 June, runs on STV and highlights the plight of the Trust, following lockdown measures. Showing some of Scotland's most treasured places and spaces such as Glencoe, Culzean Castle and The Hill House, Brian urges people to; 'Save our sealife, save our summits and save our stories' by donating today.

Although some National Trust for Scotland properties are gearing up to re-open in the summer months, lockdown measures, caused by the Covid 19 pandemic has created a £28million shortfall in the charity's income for 2020. This means that only a fraction of its locations will be able to open in 2020 and into 2021, either due to lack of resources or because they cannot be adequately adapted to on-going social distancing restrictions.

The Save our Scotland appeal needs to raise a minimum of £2.5million to ensure the continued protection of the properties and cultural heritage in its care. The charity relies on memberships and donations to ensure the long term preservation of its sites, and a drop in income may see sites mothballed or - worse still - sold to private owners.

Mark Bishop, director of customer and cause at the National Trust for Scotland said: "Right now the Trust is in crisis and we need the help of our members, donors and the public more than ever before. Our job is to protect many of the things that make Scotland so unique, from castles steeped in history, to landscapes famous the world over and the wealth of natural habitats.

"If we aren't able to love and care for these wonderful places and spaces, Scotland's natural and built heritage is at significant risk. If we lose it now, we are robbing future generations of what we enjoy so much today."

You can watch the new NTS TV ad here – <https://youtu.be/GEZtDhV6xzw>

To donate to the National Trust for Scotland's SOS appeal visit [www.nts.org.uk/donate](http://www.nts.org.uk/donate) .

**ENDS**

**Issued on behalf of National Trust for Scotland by Frame PR. For media enquiries contact:**

**Alison Downs, 07917678061**

**Mamta Kakaiya, 07876 835 744**

**Editor's Notes:**

The National Trust for Scotland is the charity that celebrates and protects Scotland's heritage. It relies on the support of its members and donors to carry out its important work of caring for the natural and built heritage of Scotland for everyone to enjoy.

From coastlines to castles, art to architecture, wildlife to wildernesses, the National Trust for Scotland exists to protect the national and natural treasures we all love. To plan your visit today, enter your postcode at [www.nts.org.uk](http://www.nts.org.uk).

