

MEDIA RELEASE: NATIONAL TRUST FOR SCOTLAND

Trust campaign inspires people to reconnect with the places they love

A new campaign from Scotland's conservation charity, the National Trust for Scotland inspires people to reconnect with their favourite places. *I Love This Place* has been launched with a film that features the stunning sites in the charity's care and why people love them.

As people return to the places that they love and have missed visiting during the Coronavirus pandemic, *I Love This Place* highlights the connections that people have to places and calls on the public to help the Trust protect them.

Shot at Crathes Castle in Banchory, Glencoe and St Abb's Head National Nature Reserve, a new film exploring these personal connection premiered on STV on Monday 10 May at 19.45 - <https://youtu.be/kpEAAkRg3cM>. With stunning shots of Scotland's natural and built heritage, the film captures the feeling of returning to a place you love, featuring families, adventure seekers, nature lovers and those looking for a moment of peace.

As the custodians of eight national nature reserves, more than 100 historic properties, 38 gardens and 300,000 precious objects, the National Trust for Scotland not only safeguards places for future generations, but protects memories and connections.

Mark Bishop, Director of Customer & Cause at the National Trust for Scotland, said: "*I Love This Place* is about celebrating the places in the Trust's care and the reasons people love them. We love places because we have a personal connection to them – it could be as simple as it being a place you can escape to, a place of peace, a place where you can learn or a place that's full of memories.

"When we came out of lockdown last summer, people flocked to our places and that told us how much they loved them. We've tapped into that for this year's campaign, showing different types of visitors having different, but really special, moments at our sites.

"We want the campaign to be really inspiring, remind people how much they get from the places we protect and how they can give back by becoming a member."

The objectives of *I Love This Place*, which is the fourth year of an overarching campaign For The Love of Scotland, are to continue driving awareness of the National Trust for Scotland's charity status and the Trust's work as conservation leaders and protectors of Scotland's heritage as well as inspiring visits and encouraging membership sign-ups.

Mark continued: “We rely on the support of our members and donors to protect these places and carry out essential conservation work, like preserving important historical artefacts, protecting wildlife habitats or maintaining footpaths for the thousands of people that enjoy Scotland’s mountains.”

Support the National Trust for Scotland and help protect the places we all love. Become a member at www.nts.org.uk.

ENDS

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

Mamta Kakaiya, 07876 835 744, Mamta.Kakaiya@framecreates.co.uk

Katie Brunsmann, 07944 429 213, Katie.Brunsmann@framecreates.co.uk

Editor’s Notes:

Notes to Editors

The National Trust for Scotland is the conservation charity that over 90 years has saved, maintained and shared many of the country’s most loved places, rich with history, heritage, nature and culture. The charity celebrates Scotland’s heritage and with more than 100 places in its care, there’s a place for everyone to love.

The National Trust for Scotland relies on the support of its members and donors to carry out its important work of caring for the natural and built heritage that people from Scotland and across the world all love, ensuring its future for everyone to enjoy.

Support the National Trust for Scotland and help them protect the places we all love. Become a member at www.nts.org.uk.

We would be grateful if, when referring to the National Trust for Scotland that our name is not shortened to ‘the National Trust’. We are an independent organisation, separate from the National Trust. The National Trust for Scotland is commonly shortened to NTS or ‘the Trust’.

