

NATIONAL TRUST FOR SCOTLAND MEDIA RELEASE

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Trust shares the keys to Scotland's treasures

Families across Scotland are being handed the key to Scotland's treasures this summer – when they join the National Trust for Scotland.

That's the message from Scotland's largest conservation charity as it launches its biggest ever recruitment drive on Thursday 27 April with TV, radio and outdoor advertising.

The TV advert shows a family approaching a mysterious door in Ayr High St with an ornate key. The family turns the key and are transported to a beautiful beach, an impressive castle and a dramatic battle scene all in a few seconds.

Miss Scotland, Lucy Kerr, tried out her own key on a recent visit to Pollok House, Glasgow. Lucy (19) from Bearsden was joined by local children on her visit to the historic property where the National Trust for Scotland was born 86 years ago.

Director of Customer & Cause, Mark Bishop said:

"Becoming a member of the National Trust for Scotland is like being given a very special key – the key to spectacular scenery, the key to Scotland's amazing history and the key to experiences you will never forget.

"We wanted to showcase all of this with our exciting new campaign and encourage families to open up the Trust's treasures which are just waiting to be shared and celebrated this summer."

The charity says that it has deliberately taken a fun, family focus to help show new recruits that it is 'attainable, affordable and relevant to all'. The fresh campaign comes as the Trust is investing £17 million in visitor improvements at Culzean Castle, Brodick Castle, Brodie Castle and Newhailes.

The National Trust for Scotland is Scotland's largest conservation charity with 360,000 members and growing. The only charity to care for both built and natural heritage, it looks after the nation's top heritage treasures including St Kilda, the UK's only dual World Heritage Site; the Robert Adam-designed

masterpiece, Culzean Castle; the iconic Glencoe; the site of the final defeat of the Jacobites at Culloden; one of Scotland's last remaining working grain mills at Barry Mill and the beautiful Pitmedden Garden with its distinctive box-hedging.

Family membership starts at £7.50 per month. For more information, visit www.nts.org.uk.

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Editor's Notes:

Images:

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.

You can join the National Trust for Scotland for as little as £7.50 per month for a family. To become a member, visit <http://www.nts.org.uk/Join/Benefits/>.

You can make a difference and help protect everything in our care. Donate online at <https://www.nts.org.uk/Donations/>

