

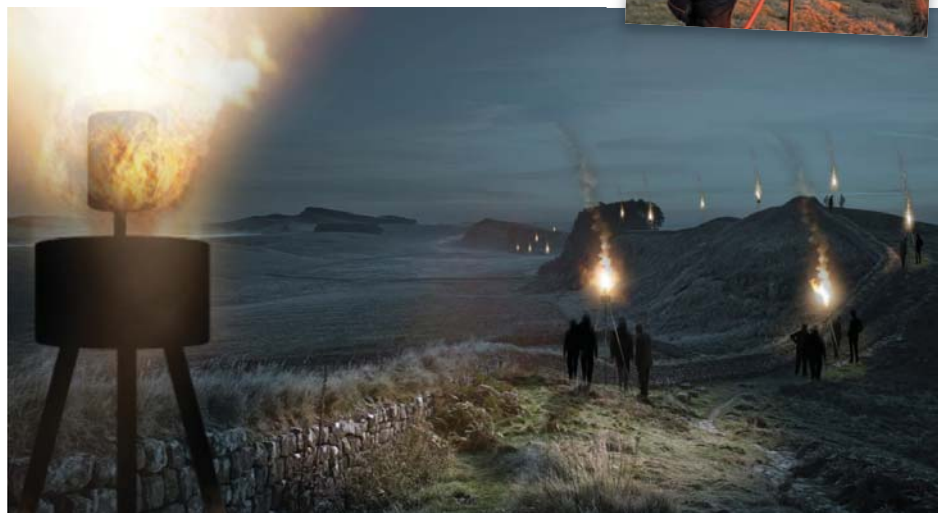
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# OSPREY news

Autumn 2010

## Osprey help illuminate Hadrian's Wall

Earlier this year Osprey worked with Hadrian's Wall Heritage Ltd to help illuminate our longest, and greatest, World Heritage site. Osprey handled the PR for Illuminating Hadrian's Wall which saw an 84-mile line of light created by over 1,000 volunteers.



The campaign generated 544 articles, broadcasts and online reports. This included two features on BBC Countryfile, with Julia Bradbury helping with the rehearsals (above).

Media as far afield as Australia, South Africa and the Philippines covered the event.

Chinese broadcaster CCTV ran a two minute report with a potential audience of 1.2 billion.

A Facebook page set up by Osprey

attracted over 4,300 fans and over 700 people followed Emperor Hadrian on Twitter.

Neil Carney, Marketing Manager at HWHL said:

*"We were delighted with the coverage. Osprey turned a simple idea into one that really captured the imagination of the media. Without doubt, the success of the event would not have been achieved without their support and guidance."*



## Journalists go wild for Lakeland Inn

Osprey has organised a string of press trips for journalists to the newly revamped Wild Boar Inn, Grill and Smokehouse near Windermere.

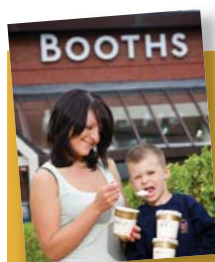
Writers from The People, Daily Star and the Irish Daily Mirror have stayed at the stylish inn which is owned by the English Lakes group. Now more national papers and magazines are lining up to try out the inn's hot new food smoking courses.



## Rock legend launches West Midlands forest centre

BBC News was among the many media outlets to cover the opening of the Wyre Forest Discovery Centre near Bewdley in the West Midlands thanks to help from a famous local resident.

Rock superstar Robert Plant (above centre) who lives nearby, generously agreed to cut the ribbon - or rather saw a log - on the eco-friendly new forest centre which is part of the Grow With Wyre Initiative.



## Kirsty conquers the Dragons

Osprey helped Booths, the leading regional retailer, scoop some cool media coverage after Preston mum-of-one Kirsty Henshaw appeared on the BBC's Dragon's Den. Booths was the first supplier to stock Kirsty's new range of healthy frozen desserts which had the Dragon's fighting over them.



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## Osprey makes a splash! with **Lakes Alive**

The Olympic Legacy Trust funded 2010 Lakes Alive programme was the biggest and best yet.



Osprey has worked with Lakes Alive since its launch to help establish the annual Cumbrian arts programme as one of the most dynamic in the UK. Osprey's PR campaign in 2010 alone helped generate over 380 pieces of coverage.

As well as extensive local coverage, national media such as the Sunday Mirror, The Mirror, The Sun, The Times, The Telegraph, Sunday Express, the Independent and ITV's This Morning covered the events.

## Sweet success

Osprey publicised a tasty fairy cake making contest at Lindeth Howe Country House Hotel in Windermere.

Entrants included BBC Radio Cumbria presenter Gordon Swindlehurst who made a 'Four Seasons of Cumbria' cake complete with daffodils and a snowman. Sadly Gordon's efforts didn't hit the sweet spot and the ultimate winner in the over 18s category was Christine Dacre who carefully sculpted petal paste on her cakes to make them look like fabric.



## Osprey recruit gets on his bike

Osprey's newest recruit, Senior Account Executive, Ian Boydon, has been getting out on his bike to research and write his first book.

Ian, who joined Osprey after working as a local business reporter, has written a guide to Mountain Biking in the Lakes which will be published by Cicerone in February 2011.



## Red kite story takes flight

We do like birds! North West Tonight and ITV Border Tyne Tees were among the media who covered the Forestry Commission's exciting project to reintroduce Red Kites into the region, in partnership with the RSPB.

Osprey kept media in touch with the story including the arrival of the young birds in the North West and organising a media launch when the birds took off in the forest for the first time.



## Having a hoot

We get to meet all sorts of characters looking after the public relations for our clients. This young spectacled owl was one of our favourites this year.

He was just one of the chicks born in a record breeding year at the World Owl Trust which is based at the fantastic Muncaster Castle in the Lake District.

## Osprey promotes iconic art deco hotel

Osprey has been enjoying the job of promoting Morecambe's famous art deco hotel since The Midland was taken on by English Lakes last year.

The hotel was frequented by guests such as Coco Chanel, Wallace Simpson and Laurence Olivier and restored to its former glory in 2008 by Urban Splash.



Needless to say we've made the most of the opportunity to do some of our brainstorming while sipping cocktails in the hotel's Rotunda Bar!