

For immediate release

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TEA TRAIL GROUPIES CAN'T GET ENOUGH OF BEING "ON TOUR" IN CUMBRIA

Eleven tea shops in Cumbria, which have had a huge boom in business during Summer 2006, have acquired a cult status, thanks to walkers and cyclists arriving in droves with the intention of going "On Tour" with the Tea Trail.

Now, to satisfy a thirst for the summer's most iconic souvenir, the farm-based tea shops have producing their own 'On Tour with The Tea Trail' T-shirts for the wannabe tea groupies – the must-have memento to take back home to London, New York or Tokyo.

The lure of a gorgeous English cuppa, made with Lakeland tea, and a wonderful cake home-baked to the farm's own recipe, served up against the backdrop of the glorious Cumbrian scenery, has proved irresistible to lovers of the great outdoors. These visitors are showing a true hunger to move on to the next gig – in this case meaning guzzling, imbibing and gorging.

In a 'been there, drunk that, got the T-shirt' spirit, they are following a trail that stretches from The Gincase tea shop and farm attraction, in Silloth, on the north eastern Cumbrian coast, right down to Dent, in the south east corner of Cumbria.

With nine other tour 'venues' in between, they are tasting the best farm produce and discovering fantastic Cumbrian delights such as Cumberland Rum Nicky, Grasmere Gingerbread and local damson jam.

The T-shirts, which cost £5 each are sure to sell like hot cakes, particularly as proceeds from their sale will help fund repair of the Lakeland Fell footpaths that the avid Tea Trailers love so much.

Additionally, anyone pictured in their shirt, outside a Tea Trail Cumbria tea shop, has the opportunity to send in their photo and potentially win a weekend stay on a Cumbrian farm. Details of this competition are available on the Tea Trail's website www.golakes.co.uk/teatrail

The Tea Trail Cumbria is supported by the North West Farm Tourism Initiative, whose spokesperson, Katie Read, says: "The hot weather of July and September, coupled with a reticence to travel abroad, has led tourists to explore what is on their doorstep. Our tea shops offer a quintessential English experience, combining the joys of a well brewed cuppa with fresh tasting, delicious food from the farm. It's little wonder we are seeing the emergence of the Tea Trail groupie!"

Claire Stott from the Tourism and Conservation Partnership says: "It's great – visitors get a nice cup of tea, a new fashion item and also know their money is going towards vital conservation work. Many people on the Tea Trail will have seen the path repair teams at work on the hills. This way they get to really support the work that these local lads are doing."

The essential souvenir for Summer/Autumn 2006, will be snapped up fast, so walkers, cyclists and those who love to motor around from spot to spot need to act quickly, if they wish to become part of Cumbrian cult history.

Details of the Tea Trail establishments are available at www.golakes.co.uk/teatrail

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Notes to Editors

The Tea Trail Tour is as follows:

- 1) The Gincase, Silloth, near Wigton
- 2) Syke Farm, Buttermere
- 3) The Old Stackyard Tearooms, Cockermouth
- 4) The Tea Garden, St John's in the Vale
- 5) High Head Sculpture Valley, Ivegill
- 6) Far End Tea Garden, Garsdale
- 7) Beckfoot Country Guest House, Helton
- 8) Greystone House Farm Shop and Tearoom, Stainton
- 9) Cups and Saucers Tearoom, Seaville
- 10) Low Sizergh Barn, Sizergh, near Kendal
- 11) Stone Close, Dent.

The farm holiday brochure hotline can be contacted on **01271 336185**.

Those wishing to know more about the footpath repair work can visit the www.fixthefells.co.uk <<http://www.fixthefells.co.uk/>> website, which is a mine of information.

Fix the Fells is a partnership project between the Lake District National Park Authority, The National Trust, Natural England and the Tourism and Conservation Partnership, supported by the Heritage Lottery Fund, which aims to raise the five million pounds needed to repair and maintain the central Lakeland fells.

The Tourism and Conservation Partnership aims to raise funds from visitors, tourism business and others to support the Cumbrian landscape.