

## BECOME A FIREFIGHTER FOR THE DAY DURING NATIONAL FIRE SAFETY WEEK

If you've ever had an ambition to become a firefighter or are keen to know what it takes to become one, then make your dreams a reality during National Fire Safety Week (September 18 - 24) by paying an action packed visit to The Firefighter Experience. (HYPERLINK <http://www.firefighterexperience.com> [www.firefighterexperience.com](http://www.firefighterexperience.com))

The venue, based at Kidside Farm, Milnthorpe, Cumbria, just off junction 36 off the M6, is one of the most exciting and diverse visitor attractions in the area. This innovative attraction has been assisted by the North West Farm Tourism Initiative (NWFTI). The scheme is a programme that helps working farms to diversify into the tourism industry.

Fire Safety Week is an annual event that is organised by the Fire Protection Association and the UK Fire Services, to raise awareness on the importance of fire safety in the workplace, the home and at leisure.

The Firefighter Experience is the brainchild of Peter Gorman, who joined forces with dairy farmer David Inman in creating the attraction.

A variety of packages are on offer, including corporate team building days, children's parties, Hen and Stag Parties. Fire engine rides can also be taken, touring the Windermere area

Anyone considering a career as a firefighter can gain some valuable hands-on practical and theoretical experience needed to pass the six stages of the recruitment process, by joining the 2-day career course available.

NWFTI Project Manager and Farm & Rural Development Officer for Cumbria Tourist Board, Katie Read, says, "The Firefighter Experience is an excellent illustration of the potential farm tourism can generate. Most importantly it is a venue that educates about a matter of huge importance, but at the same time mixes with it, a range of exciting activities for everyone to enjoy."

Anyone wishing for more information can visit HYPERLINK <http://www.firefighterexperience.com> [www.firefighterexperience.com](http://www.firefighterexperience.com) or telephone 015395 64242.

Press Calls: Jane Hunt/David Aaron, Catapult PR, 01253 851188

### Note to Editors

Firefighter Experience is a fabulous example of a farm diversification that has been supported by the North West Farm Tourism Initiative. The Initiative has supported the North West farming community and encouraged its diversification into tourism during the post-FMD era.

Editors wishing to make a visit to the Firefighter, or organise any other form of press visit to a North West farm-based tourist attraction or accommodation base should contact Catapult PR to highlight their area of interest. The NWFTI can arrange for trips to a wide variety of farm tourism attractions and guest venues and can provide help with equestrian, ornithological, hobby-based, walking, outdoor pursuit and fishing based holidays. Almost any form of trip can be accommodated, on request.