

PRESS INFORMATION

Supporting photographs:



“Are we going to catch a BIG one?”

(Back row L-R) Megan, Dylan, (front row L-R) Ethan and Oscar, get ready to hunt the animals.

Photography by Karen Kilbride.

KIDS INVITED TO HUNT BEARS, TIGERS AND EXOTIC BIRDS IN WORCESTERSHIRE

This summer sees the launch of a new school holiday initiative, aimed at encouraging kids to ditch their electronic games in favour of fun and adventure in the fresh air!

With the support of NEWT (North East Worcestershire Tourism) and the local councils in Bromsgrove and Redditch, four Worcestershire attractions have joined forces to host the

Summer Safari Animal Hunt competition, which will run for six weeks throughout the school holiday, from 27 July – 5 September.

Enterprising families can dig out their binoculars and venture forth, for some imaginative hunting at Avoncroft Museum, in Bromsgrove; The Jinney Ring Craft Centre, Hanbury; Forge Mill Needle Museum, in Redditch; and The Transport Museum, Wythall. Fun is guaranteed and there is absolutely no danger of being eaten by the tiger or chased by the bear ... but you'll have to enter to find out why!

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Animal hunt safari packs are now on sale at the venues, and at The Artrix, and cost £5. The pack contains an animal hunt pass, providing discounted entry to the three participating museums, saving families £13.75 based on normal admission prices. The pack also contains cunning clues for finding the animals, children's colouring and word search activity sheets and a variety of special offer vouchers, for use over the summer. Everyone buying a pack will also be entitled to three free ice creams at The Jinney Ring.

"It is hoped the safari animal hunt will encourage families to support these Worcestershire tourist attractions, taking advantage of the great savings to be made," says Simon Carter, chairman of NEWT. "Families can visit all three museums for less than the standard costs to visit just one of the major theme parks in neighbouring counties. Plus there's all the fun of playing safari detective."

Those who complete the animal hunt and return their entry form have the opportunity to win some great prizes.

There are a limited number of safari packs available. For more information please contact Rachel Shepherd, at Avoncroft Museum, on 01527 831363 or visit the NEWT website, www.visitnorthworcestershire.com.

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Notes for the editor:

Participating venues - contact details:

Avoncroft Museum of Historic Buildings

Contact: Rachel Shepherd
Telephone: 01527 831363

Forge Mill Needle Museum

Contact: Debbie Lakeman
Telephone: 01527 62509

The Jinney Ring Craft Centre

Contact: Amanda Sunter
Telephone: 01527 821272

The Transport Museum, Wythall

Contact: Malcolm Keeley
Telephone: 0121 733 7432 (*Home telephone number, not for publication*).