

YDMT News Release

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Flowers of the Dales Festival Underway

Flowers of the Dales Festival, the annual celebration of wildflowers and nature in the Yorkshire Dales, is now underway.

Co-ordinated by Clapham-based charity Yorkshire Dales Millennium Trust (YDMT) and supported by players of People's Postcode Lottery, the Festival brings together 125 events from March to October, led by experts and enthusiasts across the region.

It aims to encourage people of all ages to discover the wonderful wildflowers of the Yorkshire Dales and to gain an understanding of the careful management required to ensure that this special place can be enjoyed by wildlife and people in years to come.

To date more than 40,000 people have taken part in the Festival which is now in its 11th year.

YDMT's Flowers of the Dales festival co-ordinator, Sarah Hodgson, said: "The Yorkshire Dales is home to a fantastic array of native flora and fauna and the Festival celebrates this wide-ranging bio-diversity.

"You can take part in practical conservation and species identification days, guided walks, informative talks and family-friendly nature activities, as well as an exciting range of arts and crafts."

Players of People's Postcode Lottery have raised £2,076,332 over the last ten years for Yorkshire Dales Millennium Trust, allowing the charity to continue to support the people, landscape and wildlife in the Yorkshire Dales and the surrounding areas.

Will Humpington, Climate Change and Environmental Programmes Advisor at People's Postcode Lottery, added: "Once again it is a real pleasure to support this annual Festival, which celebrates all things wild and wonderful in the Yorkshire Dales.

"Each year thousands of people take part in an exciting collection of activities inspired by the flora and fauna of this special part of the country. It's a fantastic opportunity to explore the Yorkshire Dales and perhaps learn something new."

YDMT would also like to pay special thanks to JT Atkinson builders merchant for supporting the event alongside Skipton Properties, Tennants Auctioneers, Swaledale Festival, John Chambers Wildflower Seed, Broadrake Bunk Barn and Country Hideaways.

The 2019 Festival programme is now being distributed across the region and can also be found here www.ydmt.org/flowers-festival

Alternatively, to receive a printed copy of the programme, please send an A5 stamped and self-addressed envelope to: Flowers of the Dales, Yorkshire Dales Millennium Trust, Main Street, Clapham, Via Lancaster, LA2 8DP.

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IMAGE:

Flowers of the Dales Festival programme cover.

NOTES TO THE NEWSDESK:

For more information, please call Mike Appleton at YDMT on 015242 51002 or email media@ydmtd.org

About Yorkshire Dales Millennium Trust:

Yorkshire Dales Millennium Trust (YDMT) is a small charity doing big things to support the people, landscape and wildlife of the Dales.

To date the charity has helped to deliver inspiring projects worth around £28 million in the Yorkshire Dales and surrounding areas. These projects cover areas as diverse as countryside apprenticeships, supporting local communities, education and outreach, restoring woodlands and wildlife habitats, and improving access and understanding of this special place.

The Trust has recruited more than 50,000 supporters to date. Find out more at www.ydmtd.org

About People's Postcode Lottery:

People's Postcode Lottery manages multiple society lotteries promoted by different charities and good causes. People play with their chosen postcodes for a chance to win cash prizes. A minimum of 32% from each subscription goes directly to charities and good causes across Great Britain and internationally -- players have raised £393 million so far. For details of the charities and good causes which are promoting and benefitting from the lottery draws, please visit <https://www.postcodelottery.co.uk/good-causes/draw-calendar>

It costs £10 a month to play and winning postcodes are announced every day. The maximum amount a single ticket can win is 10% of the draw proceeds. For details, please visit www.postcodelottery.co.uk/prizes

New players can sign up to pay using direct debit by calling 0808 10 9 8 7 6 5. New players who sign up online at www.postcodelottery.co.uk can pay using direct debit, debit card or PayPal.

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