

Welcome to Yorkshire

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Embargoed until 5am on Saturday 1st August 2020

Tree-mendous!

Sir Patrick Stewart is Welcome to Yorkshire's First Personal Member

Branching out ... Welcome to Yorkshire launch their brand new worldwide personal membership to people across the globe on Yorkshire Day (1st August), with their My Y membership scheme and a tree is planted in the county for every paid membership.

Offering a little piece of Yorkshire to everyone the Welcome to Yorkshire MY Y membership is uniting folk who love Yorkshire across the world and supporting the creation of new woodlands across the county. Trees are vital for people's health and well-being, for wildlife and in the fight against climate change.

Welcome to Yorkshire are proud to announce that their very first honorary personal member is Mirfield's own multi-award-winning actor Sir Patrick Stewart, currently residing in LA in the USA but a wonderful Yorkshire inspiration and a great ambassador for Yorkshire.

Sir Patrick Stewart said "I was born in Yorkshire 80 years ago and for the first 17 years of my life Yorkshire gave me the inspiration, access to hard work and people to meet that led me to choosing the career of an actor. For 20 years I lived in a house on a hilltop in Wharfedale and the joy, the tranquillity, the beauty of this place has never left me even though I have left the house. I am so proud to be having a tree named after me on behalf of Welcome to Yorkshire. Thank you! AND remember, you can always tell a Yorkshireman, but you can't tell him much."

Watch out for Welcome to Yorkshire celebrity messages on Yorkshire Day on Twitter @Welcome2Yorks from Sir Patrick Stewart, Yorkshire Shepherdess Amanda Owen, Alan Titchmarsh and many more, including a very special message from a very celebrated celebrity. Check it out on Yorkshire Day!

Take a leaf out of their book and find out more about becoming a Welcome to Yorkshire My Y member at www.yorkshire.com/becomeamember

Welcome to Yorkshire Chief Executive James Mason said: *"My Y is a fabulous membership scheme to connect with people across the world who have Yorkshire roots or just a love of Yorkshire. We will be sharing with them the best of the county through Welcome to Yorkshire's newsletters, online inspiration and each paying member will have a tree planted in the beautiful county of Yorkshire."*

Welcome to Yorkshire will be planting trees with the Yorkshire Dales Millennium Trust at a North Yorkshire site, and also at sites to be announced in East, South and West Yorkshire.

Yorkshire Dales Millennium Trust CEO David Sharrod added: “*Yorkshire Dales Millennium Trust are working with many supporters and partners such as Welcome to Yorkshire to plant 100,000 additional trees across the region. Trees are hugely valuable as a habitat for wildlife supporting some of our most endangered woodland animals, like red squirrels, dormice and cuckoos. They are also important for our mental health and wellbeing and we believe that everyone should have access to them. The appeal aims to raise funds to create beautiful woodlands that everyone can enjoy for years to come. This will be more important than ever as we emerge from the current crisis, and it’s great to have the support of Welcome to Yorkshire and its who care about our local environment and communities. We’re really excited to work with Welcome to Yorkshire and their members and look forward to welcoming them to the woodlands they’re supporting later in the year.*”

Encouraging people to get their own little piece of Yorkshire, wherever they are and helping create beautiful new woodlands across the county, will also create an international membership group and promote sustainability by planting a tree to highlight the importance of sustainability and the benefits of health and wellbeing. Needed now, more than ever.

- ENDS -

Images:

- **Welcome to Yorkshire Chief Executive James Mason (attached)**
- **Amanda Owen**
- **Welcome to Yorkshire Personal membership**
- **Trees**

YouTube video link ????

Editors’ Notes:

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county’s visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £9 billion annually
 - The county’s tourism and hospitality industry employs almost 225 thousand people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

For more news and a free image bank go to:

<https://industry.yorkshire.com/archive/resources/free-image-library>

Username: **Media**

Password: **MZHB9LPa5vA8**

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