



News

The CalMac connection

THE Trust and Caledonian MacBrayne are delighted to announce a strategic partnership to attract visitors to some of Scotland's most beautiful islands. The organisations have similar target audiences and recognise that joint promotions will help to attract more families to the islands from Scotland and further afield. CalMac sails to 24 destinations on the west coast including Canna, Mull, Iona and Arran – all of which are either owned by the Trust or have a Trust property on them.

This partnership, which will last for a year initially, includes support for a photography exhibition – Canna: Living Island – featuring new work by Scottish photographer Colin Prior (right) alongside archive material from the Canna Collection. This includes fascinating photographs of the island and its past residents, many taken by the former owner of the island, Margaret Fay Shaw Campbell. The images will be accompanied by recordings from the island such as the sounds of the sea and seabirds, Gaelic readings and extracts from interviews by John Lorne Campbell.

Henk Berits, the Trust's Director of Marketing, said: "We are delighted to be working in partnership with CalMac, as together we can create more awareness of Scotland's natural



heritage. CalMac fulfil a lifeline service to so many remote and beautiful places in Scotland and this partnership will bring benefits to both organisations, to local communities and to those who want to enjoy the islands and coastal destinations."

Lawrie Sinclair, Managing Director of CalMac, said: "The Trust's aims and objectives sit nicely with our own strategic aims. This is a perfect fit."

The exhibition runs until 20 October at 28 Charlotte Square, Edinburgh. Admission free.

IN BRIEF

TARGET'S IN THE BAG

Visitors to Trust shops will not now automatically receive a carrier bag.

In 2006, more than 139,000 plastic bags were distributed from our shops and so, to help limit the adverse impact on the environment in the run-up to Christmas, members are asked to reuse bags or buy one of our environmentally friendly calico bags.

Carrier bags will still be available but reducing the number each year will help to meet targets set under the Trust's new environmental policy.

The Trust's plastic carriers are biodegradable within 12 months.

DOUBLE BENEFIT

Members of the Culloden Battlefield Memorial Project team acted as volunteers at this year's Highland Cross duathlon event in June. Their time and effort was to honour a pledge to Highland Cross, who have offered to donate £15,000 to the project for the new visitor centre at Culloden. This support will be put toward the purchase and maintenance of four access buggies, for use both in the new centre and on the battlefield. ▶

Keep up to date with the Trust – for the latest news, visit www.nts.org.uk

