

**THE NATIONAL TRUST FOR
JERSEY LAUNCHES A MAJOR
COASTLINE CAMPAIGN**



**PRESS RELEASE EMBARGOED
UNTIL 7am, 31st March 2006**

The National Trust for Jersey is launching a major new initiative to permanently secure and protect areas of unspoilt coastline for the benefit of the Island.

The Coastline Campaign 2006, sponsored by HSBC, will establish a fund to acquire areas of coastline which will benefit from permanent preservation and improved access for the public. The project will also work towards the development and implementation of a programme of coastline management and restoration in order to protect and encourage flora and fauna.

Charles Alluto, Chief Executive of the National Trust for Jersey, said:

“It has never been more relevant or apt to emphasise the importance of the Island’s coastline as it is today. Coastal areas are crucial in forming and asserting Jersey’s identity *as an island*, and the National Trust for Jersey’s Coastline Campaign aims to ensure that the coastline continues to play a vital role in informing our understanding of Jersey’s cultural heritage in the years to come.”

The campaign puts a strong emphasis on the educational aspect of coastline preservation and seeks to bring to the public’s attention the continuing threats to the natural beauty, wilderness and unique heritage of Jersey’s coastline.

The campaign is being launched during the Trust’s 70th Anniversary year and will serve to strengthen the founders’ vision of safeguarding the Island’s areas of natural beauty.

The Coastline Campaign will be launched on the 30th March at 5.30 pm at The Priory Inn, St Mary, with the gifting to the National Trust for Jersey of Le Creux du Vis, known colloquially as ‘Devil’s Hole’, by the Clarke family in memory of Fred Clarke.

The launch will also premiere ‘Wild North’, a new, specially commissioned film by Sue Daly that highlights Jersey’s coastline’s wealth of flora and fauna, its historic fortifications and archaeology and those issues which potentially threaten it.

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A dedicated website, www.coast.je, will also be launched on the 30th March in conjunction with the main event, and will provide up-to-date information on the Coastline Campaign.

As well as offering their own financial support to the campaign, HSBC will be encouraging the public to give generously. The Bank has developed an easy-to-use online donation facility through the campaign's website, and there will be the opportunity to make donations in HSBC branches island-wide.

Details of how the people of Jersey can support the campaign through donations, monthly direct debit and gifts of land can be found in the Coastline Campaign 2006 leaflet, which will be supplied to all homes in the Island during April and on the campaign's website www.coast.je.

John Wetherall, Chief Executive Officer, HSBC Investments, commented on the Bank's involvement in the campaign:

"HSBC is delighted to support the National Trust for Jersey's Coastal Campaign reflecting our world-wide commitment to caring for the local environments in which we operate. The Coastline Campaign 2006 will give the people of Jersey the opportunity to learn about their natural surroundings and a chance to protect Jersey's environment for the benefit of future generations."

(Ends)

Notes to Editors:

TV Opportunities:

- 1) There will be an opportunity to film at Devil's Hole with members of the Clarke family, Colin Smith, Mike Stentiford and Charles Alluto.
- 2) The film 'Wild North' will be made available from which extracts may be broadcast.
- 3) The Coastline Campaign logo will be made available on CD.

Radio Opportunities

- 1) There will be an opportunity to interview members of the Clarke family, Colin Smith, Mike Stentiford and Charles Alluto at Devil's Hole.
- 2) The Coastline Campaign logo will be made available on CD for use online.

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Print Opportunities

- 1) There will be an opportunity to interview members of the Clarke family, Colin Smith, Mike Stentiford and Charles Alluto.
- 2) The Coastline Campaign logo will be made available on CD.

For further information or assistance regarding the launch of the Coastline Campaign 2006 prior to the event please feel free to contact Charles Alluto, Chief Executive of The National Trust for Jersey on 01534 483193 or calluto@nationaltrustjersey.org.je