

Press Release

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Enchanted Forest Creates Capital City Tourist Attraction

A temporary capital city tourist attraction with a difference has been unveiled this week under the cover of darkness by the award winning event, The Enchanted Forest. The event, which has been running for seven years, has decorated and lit a condemned Elm Tree situated next to the prolific Scott Monument on Princes Street in Scotland's capital city Edinburgh.

The tree, which is due to be chopped down early next year, is suffering from Dutch Elm disease, and the team at The Enchanted Forest felt it needed a bit of cheering up. For the next four weeks, the Elm Tree will be sporting a fabulous, cosy jumper that lights up when it's dark!

The project has involved over 70 volunteers from across Scotland, many of whom are members of the Scottish Women's Rural Institutes, as well as assistance from the Scottish Machine Knitters Association, in preparation of the immense "tree jumper" that the stricken Elm will be sporting. The wool that has been used has been treated with an ultraviolet dye which, when combined with a specific type of lighting, allows it to glow in the dark. The effect is stunning.

Many tourists to Edinburgh yesterday witnessed the tree jumper being fitted and the Elm has already become a cheery site to those visiting the capital with the Edinburgh Bus Company already mentioning it to visitors on their regular city tours.

Tricia Fox, marketing manager for The Enchanted Forest commented, "This project has been several months in planning and we are forever grateful to the ladies of the SWRI and SMKA who all gave of their time freely and helped with the knitting – we could not have done it without them. The Enchanted Forest is as much about encouraging people to visit the forest as it is a fantastic night out, and we wanted to draw people's attention to how fantastic trees can look, at night when lit up imaginatively."

"We were initially 'stumped' when our 'branches' were approached to knit-one-purl-one for the trees of Scotland," says Marion Davidson, Chairman of the Scottish Women's Rural Institutes. "But we soon twigged that this was the perfect challenge for our nimble-fingered knitters and more than 70 SWRI members from Shetland to the borders cast on for the campaign."

Tickets for the 2009 Enchanted Forest are on sale now and are selling quickly, with some events already sold out. The event takes place at Faskally Wood, near Pitlochry, from Friday 16th October – Sunday 1st November.

For further information about The Enchanted Forest and to purchase tickets, visit The Enchanted Forest website at www.enchantedforest.org.uk

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For further information contact Tricia Fox on 01738 658187 or mobile 07989 955039

THE ENCHANTED FOREST



Manifesto for Continuous Improvement

The Enchanted Forest is committed to ensuring excellence in all that it does. Successfully established in 2002, The Enchanted Forest has gained extensive recognition for being the premier event of its kind in Scotland.

However, not one to rest on our laurels (pardon the pun), we took a good hard look at our product in 2008 and asked our customers how they thought we could improve the event.

And while 85% of visitors indicated that they enjoyed the event, we have taken on board the feedback from those visitors who suggested specific improvements that could be made to enhance their overall enjoyment. .

As a result, this year we have taken the following key actions:

- Introduced a new show format (specifically a number of themed mini-shows across the loch and forest, departing from previous years' single light show on the loch)
- Introduced use of water projection and pyrotechnic features – an area that many customers said they would enjoy.
- Introduced themed catering facilities in the forest as part of our "departures village" which includes shelter from the rain and luxury, heated toilets.
- Re-instated the newly refurbished Fishers Hotel as the show departure point which will enable all customers to enjoy the entertainment offered by the Pitlochry Autumn Festival while they are waiting for their departure coach to the forest.

To enable us to achieve these changes, organisers have also increased the show budget by 30%, a bold move during a credit crunch, while also keeping ticket prices the same as in 2008, offering customers value for money.

We are listening to our customers and are committed to continuing to improve the event which is a highlight in Scotland's autumn event calendar for many.

We value your feedback so let us know what you think of the changes being made on our Facebook site at: <http://www.facebook.com/pages/The-Enchanted-Forest/109092336421>