

## **Press Release**

**Release Date: 11<sup>th</sup> November 2009**

### **Enchanted Forest Twits Up for First Online Gong**

The Enchanted Forest, Scotland's premier sound and light show, has been shortlisted for the world's first ever Twitter awards, The Golden Twits, which will see it battling for the top "Twit" title with some of the world's best known brands.

The Enchanted Forest, which is organised by Perthshire Big Tree Country, was founded in 2002 with just 3000 visitors attending in its first year. By 2009 attendance had risen to 20,000 visitors.

This year the event extended its online marketing activities to include Twitter and Facebook, ranking up 655 Twitter followers in just two months and almost 550 Facebook fans.

Their efforts have earned them a place in the shortlist alongside some major brands such as Whyte & Mackay, Manchester City FC, ComparetheMeerkat.com, BBC Dragon Duncan Bannatyne and international branding giants Ogilvy.

The winners will be announced at an awards ceremony due to take place in London on Thursday 26<sup>th</sup> November.

Tricia Fox, marketing manager of The Enchanted Forest said, "I'm delighted we've been shortlisted. We've put a lot of effort into engaging with our audiences online this year so it's brilliant to see our efforts have paid off. It's a very tough category though and we're up against some really big brands, however the public can vote for the "People's Choice" so if local people want to vote for us, please visit our website for the link."

The Enchanted Forest sold out in 2009 attracting record numbers for the second year running. More than 85% of all tickets sold are now purchased online and many customers cite online sources as their main way of finding out about the event.

For further information about The Enchanted Forest and for the 2010 event dates, visit The Enchanted Forest website at [www.enchantedforest.org.uk](http://www.enchantedforest.org.uk)

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