

PRESS RELEASE

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CANAL & RIVER TRUST CHARITY APPEALS FOR HAPPY WATERWAY MEMORIES TO SHARE ON SOCIAL MEDIA

Waterways and well-being charity, the Canal & River Trust is appealing for everyone to take a trip down memory lane and share recollections of happy times by water on social media.

Whether it's a boating honeymoon, the first sighting of an otter or just a family walk in the sunshine, the Trust, which cares for 2,000 miles of waterways, would love to see your photos, films and hear your inspirational stories.

Nicky Wakeford, head of marketing for the Canal & River Trust, said: "Sharing is caring. We would love to see your happy memories and share them to make others smile, particularly in these difficult times when many people are still indoors.

"Anything by a water fits the bill - it could be birdwatching at sunset, crossing a landmark aqueduct or walks with your dog. We know people feel happier and healthier by water so we want to share your special moments and inspire other people to explore the wonderful canals and rivers on their doorstep.

"Canal towpaths have remained open throughout the coronavirus lockdown and provide a great place for daily exercise. However some waterside paths are narrow so it's vitally important for people to abide by current social distancing guidance and share the space sensibly. Cyclists particularly need to ride slowly and give way to pedestrians. Then everyone can enjoy being by water creating memories!"

Stan Cullimore, musician with indie rock band The Housemartins, treasures many happy holidays aboard a boat. He recalls: "Some of my favourite memories are the family holidays we have taken on Britain's canals over the years. To this day, there is nothing I find more relaxing than walking the dog along the towpath, sitting on the back of a boat watching the world go by or just simply being afloat. It's perfect".

Post your pictures and short videos, along with a message about your waterway memory, on Twitter or Instagram using #CanalMemories.

www.canalrivertrust.org.uk.

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Notes to Editors:

The Canal & River Trust cares for and brings to life 2,000 miles of canals and rivers across England & Wales. We believe waterways have the power to make a difference to people's lives and that spending time by water can make us all healthier and happier. By bringing communities together to make a difference to their local waterway, we are creating places and spaces that can be used and enjoyed by everyone, every day www.canalrivertrust.org.uk.

For further media requests please contact:

Lynn Pegler

m 07783 686246 e lynn.pegler@canalrivertrust.org.uk