



Press Release: *March 2016*

Explore the peatlands on the new Flow Country website

After just more than a year since the Flows to the Future project has come to life, a new website is launched to reach a wider audience, bringing the beautiful landscapes of The Flow Country and their importance for climate change on the screens of people in the rest of the UK and beyond. The website features a great variety of information, news and resources for tourists, teachers, researchers and the wider public. As the Flows to the Future project is in constant development, the Flow Country website is also the first place people should go to in order to find out about recent updates and future plans.

Caroline Eccles, project manager, about the new digital gateway to the Flow Country: “I am very pleased with it. For those people who have either never heard of the Flow Country, or do not have the opportunity to come and visit, the Flow Country website is a great starting point. Besides information about peat formation and the characteristic nature we have here, people will find beautiful photos and can listen to memories shared by local people. It really gives people a lasting impression about the special character of this part of Scotland and hopefully convinces them to come and find out more for themselves.”

The project team also reaches out to users of Twitter and Facebook, and hosts a photo competition through Instagram. “More people pass through these landscapes than we think, both locals and visitors. Their photos of the Flow Country deserve to be shared with a wider audience”, Caroline Eccles adds.

The current photo competition is about “winter in the Flows”. Anyone can enter; people just have to tag their Flow Country winter photos with **#WinterFlows**. The winter competition runs until 21 March, and the winner will be selected soon after. Anyone without Instagram can send their photos to photos@theflowcountry.org.uk. Flow Country photos tagged with **#TheFlowCountry** will also show up on the website, but will not take part in the competition.

Website <http://www.theflowcountry.org.uk>
Twitter [@TheFlowCountry](https://twitter.com/TheFlowCountry) and **#TheFlowCountry**
Facebook <https://www.facebook.com/TheFlowCountry/>



NOTES TO EDITORS

The Peatlands Partnership includes Scottish Natural Heritage, Forestry Commission (Scotland), Highland Council, RSPB Scotland, Plantlife Scotland, Highlands & Islands Enterprise, The Highland Third Sector Interface, The Flow Country Rivers Trust, The Northern Deer Management Group and The Environmental Research Institute. It liaises with local community groups, the Scottish Government’s Rural Payments and Inspections Directorate and the North Sutherland Community Forest Trust. It is independently chaired by John Henderson of Scrabster Farm, Caithness.

RSPB Scotland is the lead partner in The Flows to the Future project, a Peatlands Partnership project, which gratefully acknowledges funding from the Heritage Lottery Fund and from the following funders and supporters; Environmental Research

Institute, European Regional Development Fund, Forestry Commission (Scotland), Peatland Action, Highlands and Islands Enterprise, The Highland Council, RSPB, WREN, Scotland Rural Development Programme, Scottish Government, Scottish Natural Heritage and The Tubney Trust.

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