



The Family Adventure Project

Ideas and inspiration to make your family life active, adventurous and interesting

PRESS RELEASE

25th January 2012

Family Adventure Bloggers showcase Cumbria as Adventure Capital

Inspired by Cumbria's bid to establish itself as the Adventure Capital of the UK, a South Cumbrian family is setting out to see what the county has to offer thrill seeking families.

Throughout 2012, in their Family Adventure Capital year, Stuart Wickes, Kirstie Pelling and their three children will investigate the wealth of activities available in the county for active, adventure seeking families. They will talk to adventure providers about their own favourite family-friendly adventures, have a go at some of the more unusual activities and showcase what's on offer.

Using their well-established blog, www.familyadventureproject.org, their Facebook page and Twitter, the Burton in Kendal couple will be sharing their experiences in a series of blogposts highlighting the potential for active family adventure in the area. They also have plans for an accompanying book, talks and exhibition. They are kicking off the project by cycling across Cumbria, following the C2C route from Workington to Sunderland beginning 13th February.

Stuart Wickes said they hope to reach the millions of day trippers and holiday makers who come to Cumbria seeking something a little different: "It's always been a priority for us to experience the outdoors with our own children. Now we hope to help investigate and promote Cumbria's Adventure Capital offering to others, both within and outside the county. After all, adventure is one of the things the Lake District does best."

Kirstie Pelling said the series aims to discover things the whole family can do: "We're not necessarily talking hard core adventure; personally I don't dream of scaling high peaks with my six year old. But Cumbria offers a lot of accessible, active things to do that kids and grannies can enjoy, like walking with ponies, splashing in streams, even gentle canoeing. Although we've adventured far and wide with our family, one of our resolutions for 2012 is to find out more about what's happening on our doorstep, from low cost days out to once in a life time adventures."

Richard Greenwood, Head of Policy and Research at Cumbria Tourism said, "The Family Adventure Project is such a good idea. The blog is full of ideas and reviews of places to go and things to do either when you are on holiday in the Lakes or just wanting to get out and about with the kids at weekends. It is a particularly good way of discovering the variety of thrills and spills in Cumbria, The UK's Adventure Capital and I'm sure it will encourage more families to head for the hills"

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For more information, images or to arrange a photo-call please contact Kirstie Pelling on 01524 782351 or kirstie@familyadventureproject.org



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NOTES FOR EDITORS:

Kirstie Pelling and Stuart Wickes are co-directors of The Family Adventure Project, a family run venture that promotes the benefits of active, outdoor family adventures, inspiring and encouraging families to get out, get active and adventure together.

In 10 years of adventurous family travel, Kirstie, Stuart and family have cycled, sailed, canoed, camper-vanned, road-tripped and backpacked around the world and clocked up 20,000 kilometres of long distance family cycle touring. They are in contact with many active and adventurous families around the world giving a broad view of what's possible and the benefits of family adventure experiences.

The adventure lifestyle blog www.familyadventureproject.org and sister website www.familyonabike.org have been established six years and showcase inspirational stories of family adventure, offer practical advice about what's possible and how to get started, and chronicle the experiences and hard won lessons of a Cumbrian family with a spirit of adventure.