

**Press Release – for immediate release**

**Stunning Canterbury image wows Londoners**

A stunning new image of The Goods Shed in Canterbury is helping to reposition Kent – the Garden of England – as a must-visit destination for the 21<sup>st</sup> century.

The image has been displayed in London as part of a high-profile advertising campaign with world-class agency M&C Saatchi, and is featured on huge 48 sheet posters, on London Underground cross track sites and in the Evening Standard as part of Visit Kent’s new Kent Contemporary campaign.

Kent Contemporary has received funding from Kent County Council, plus additional ongoing support from partners who wish to extend the reach of their own campaign activity.

Colin Carmichael, Chief Executive of Canterbury City Council comments, “In a time of financial restraints it is essential to maximise every opportunity and working in partnership with Visit Kent has given the Canterbury district amazing exposure and proved great value for money. The value of media exposure is estimated to be just under £190,000 “

Miriam Gould who runs Murrays General Stores at The Goods Shed says “There is a real sense of community here at The Goods Shed, which can be said for all of Kent, and is why I love living here so much – I came over from Holland six years ago to study at the University of Kent and I haven’t left since!”

Sandra Matthews-Marsh, Chief Executive of Visit Kent comments, “This is the first of a three year campaign and we are grateful to our tourism partners for their continued support and thrilled with the publicity this is giving Canterbury and The Goods Shed.

The campaign features real people in the new images and focuses My Kent – Real Faces, New Places, and Visit Kent’s new user-generated content website [www.mykent.co.uk](http://www.mykent.co.uk), which gives Kent residents the opportunity to ‘discover’ and comment on their favourite places in the county.

What better ways to promote our great ‘places’ than with these stunning new images and recommendations from our own Kent residents, our own ‘faces’?”

- ENDS -

Press enquiries:  
Julie Edwards  
Visit Kent, 3 The Precincts, Canterbury, CT1 2EE  
Tel: 01227 862 784  
Mob: 07825 738208  
[julie.edwards@visitkent.co.uk](mailto:julie.edwards@visitkent.co.uk)

**About Visit Kent:**

Visit Kent Limited is a public/private sector partnership supported by Kent county Council, Medway Council, the district and borough councils, Tourism South East and the leading sector tourism businesses in Kent. Visit Kent champions Kent’s £2.5 billion tourism industry by targeting UK and overseas markets, improving quality and skills and growing the tourism product.

For further information on Visit Kent go so [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk)