

**Press Release – for immediate release**

**Stunning Hever Castle image wows Londoners**

A stunning new image of Hever Castle 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. The estimated value for media exposure for Hever and the Heart of Kent to the end of May is almost £144,000.

Robin Hales, Chief Executive of Sevenoaks District Council comments, “In a time of financial restraints it is essential to maximise every opportunity and working in partnership with Visit Kent has given Hever Castle and the Heart of Kent amazing exposure and proved great value for money. People think the image of Hever Castle is actually somewhere in Italy.”

Neil Miller, Head Gardener at Hever Castle is featured on postcards promoting [www.mykent.co.uk](http://www.mykent.co.uk). Neil used to be a city broker until he visited Hever Castle on an open day. He immediately fell in love with the romantic gardens, so asked if there were any jobs going and luckily there was – “having always had affection for Kent, it feels fitting to return to my roots in the Garden of England.”

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 to Hever Castle and the Heart of Kent.

The campaign features real people in the new images and focuses on My Kent – Real Faces, New Places, and Visit Kent’s new user-generated content website [www.mykent.couk](http://www.mykent.couk), 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 -

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**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 to [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk)