

NEWS RELEASE

28 May 2010

Kent Life launches 'Love the Great British Ferret' Campaign

In response to the ever increasing popularity of Meerkats, farm attraction Kent Life is launching a 'Love the Great British Ferret' campaign. With the ever increasing profile of the Meerkats, who have grown dramatically in popularity on the back of an insurance advertising campaign, Kent Life is reminding people to not forget about the ever lovable ferret!

John Jordan, General Manager for Kent Life said, "We've decided we want to stand up for the British ferret, and over the half term period (Saturday 29th May – Sunday 6th June) ours will be appearing daily from 1.30pm for visitors to watch and admire. The ferret has been a friend of man in these parts for over 2,000 years and in recent times they have become some what over looked by the Meerkat sensation which appears to be sweeping the country. We want to help the ferrets stand up for themselves and visitors will be able to meet first hand our 6 resident ferrets:- Squid, Pop, Bracken, Thirsty, Gavin and Florence when they will be roaming the farmyard, with a view to launching our very own ferret show this summer! We're a farm attraction who pride ourselves on making 'family fun you'll remember' and we're confident visitors will love our resident ferrets who we rightly feel we should be making a stand for! Meerkats are truly wonderful animals but its important we make this stand to help people remember the fantastic joy ferrets can bring too!"

The ferrets are one of many animals which will be on display at Kent Life during 'Bug & Nature Week' this Half Term which includes the attractions first ever 'Creepy Crawly Cuddle Corner' as well as junior quad bikes, donkey rides, face painting, and a chance to explore a brand new Wildlife Discovery Trail.

For more information on Kent Life please visit www.kentlife.org.uk or call **01622 763936**.

ENDS

For further media information or pictures please contact **Nick Fletcher** on **01904 527700** or email nfletcher@continuum-group.com

NOTES TO EDITORS:

1. Opening Times: Open daily 10.00am to 6.00pm
2. Admission Costs: Adults £8.50, Concessions £7.50, Children £6.50 and Under 4's FREE. Annual season tickets will also be available.
3. Discover the vibrant history of the people who lived and worked in the Garden of England over the past 150 years on the beautiful and historical 28-acre grounds. Step back in time and experience Kent's rural life in the traditional buildings from around the county which have been perfectly rebuilt onsite, as well as visiting the friendly farmyard animals. The site is one of the few remaining places in Britain where hops are grown and harvested by hand and dried in the magnificent, original double Oast house, using only time honoured, and traditional techniques. Take in a myriad of additional events throughout the year – see www.kentlife.org.uk or call **(01622) 763936** for more information.
4. Kent Life Trust is a registered charity (no. 1028507) and as an attraction has been open to the public since 1985. The Museum's new trading company – Continuum Kent Life Ltd – is owned by Continuum, experts within the tourism industry and operators of visitor attractions. The land on which the site is based is owned by the Cobtree Trust and leased to Maidstone Borough Council, who in turn leases the site to Kent County Council (KCC). KCC leases the site to the Museum of Kent Life Trust who has leased it to Continuum in order to safeguard and cultivate the business. See www.continuum-group.com for further information.
5. The outdoor play area uses timbers from FSC certified cultivation areas and has been produced by outdoor play specialists Eibe Play Ltd.