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**PRESS RELEASE – DRAFT**

**08.03.24**

**From daffodil bulbs to northern lights – the charity auction that offers it all**

**THE HEATHER TRUST – the UK’s foremost charity dedicated to the promotion of sustainable, resilient moorlands – is calling all potential bidders to register now for its annual charity auction which goes live on Friday 5th April.**

The auction is a set piece in the charity’s calendar and has raised thousands of pounds for the Trust’s vital work in championing our magnificent moorlands.

An exciting catalogue is guaranteed again this year with Lots to suit a wide variety of interests, and budgets.

“It’s quite incredible the variety of Lots we have very fortunately been donated,” said Katrina Candy, Director of The Heather Trust.

“There are excellent opportunities to bag yourself superb holidays such as a luxury adventure trip to Iceland to really immerse yourself in the country’s untamed beauty including (hopefully) the northern lights, or four nights in an opulent palazzo apartment in Venice. We have also been given an incredible opportunity for four people to go on safari in Botswana with celebrated wildlife artist Ashley Boon.

“Of course, alongside the foreign adventures, we have home-grown sporting Lots across the UK, from hind stalking in Easter Ross to roe stalking in Northumberland – and plenty of fishing in between. And we have some real money-can’t-buy donations like original works of art, signed books and a superb Hunt it-Cook it-Eat it experience in the North Pennines.

“These Lots are all mixed in with fine wines, Gaelic gins, books, clays pigeon shooting, golf, daffodil bulbs and, of course, heather seed. It’s such an eclectic mix, you really must have a look!”

The dynamic auction catalogue is being updated with new entries right up until the auction go-live date of Friday 5th April but you can view it now and register to bid. Bidding is then live right through to Sunday 21st April.

You can register to bid here: https://auction.heathertrust.co.uk/

**ENDS**

**Caption –** From holidays in Geodesic domes in Iceland to a cottage in the Scottish Highlands to Hemmingway-tyle tents in Botswana – the Heather Trust 2024 Country Market and Sporting Sale catalogue is bursting with Lots to suit all tastes and budgets.

For more information, contact:

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The Heather Trust:

The Heather Trust’s beneficiaries are those that benefit from resilient, sustainable heather moorland and associated environments. In its broadest terms this is the population of Great Britain and its visitors, since well managed moors will provide public goods such as carbon storage, water management – both quality and flood risk management, rich, diverse and unique plant and animal communities, and recreational opportunities which benefit physical and mental wellbeing. It will also provide rural communities with employment opportunities either through direct management of the moorland or in associated industries such as tourism and recreation, which aids community cohesion and resilience, ensuring our much-loved moorlands and uplands continue to be places for people as well as nature.

Thus, The Heather Trust wishes to see sustainable, resilient moorlands for the benefit of everyone.

To help make this vision a reality, our mission is to develop and promote sustainable, resilient moorlands through facilitation and collaboration; engagement and representation; education and demonstration based on research, experience and best practice.

**https://www.heathertrust.co.uk/**