

NATIONAL TRUST FOR SCOTLAND MEDIA RELEASE

30 April 2018

Scottish A Listers back National Trust for Scotland's biggest ever campaign

Brian Cox, Gerard Butler, Sir Chris Hoy, Judy Murray, Alex McLeish, Stuart Hogg, Finn Russell, Andrea McLean and Evelyn Glennie all appear in charity's film

IMAGES: images from the film and behind-the-scenes can be downloaded at: <http://bit.ly/NTSLOVESCOTLAND>

FILM: The film can be viewed at: <https://vimeo.com/266657902>

Some of Scotland's most recognisable public figures have thrown their weight behind the National Trust for Scotland's most ambitious campaign ever with the aim of boosting member numbers by more than a third to 500,000, doubling paid visits to 1 million and increasing regular donors and member visits over the next five years.

An extraordinary cast from Hollywood A-listers to TV favourites and sports legends have all given their time for free to support the charity. The celebrities appear alongside less familiar faces in a film which takes the unconventional approach of asking Scots what they hate about Scotland before finding out what they love about the country. The film entitled *For the Love of Scotland* debuted on STV last night (Sunday 29 April), taking over the whole of a prime-time ad break. At three minutes, this is thought to be the longest Scottish TV advert ever made.

The cast includes Hollywood actors Brian Cox and Gerard Butler; sporting royalty Sir Chris Hoy, Judy Murray, Alex McLeish and international rugby players Stuart Hogg and Finn Russell; TV presenter Andrea McLean and musician Evelyn Glennie. The stars were joined by a host of less well known National Trust for Scotland supporters from across Scotland as they revealed not only what gets them down about Scotland but what fires them up about the country.

Sir Chris Hoy hates potholes but loves how Scots can be the best in the world. Brian Cox hates having to work so far away from Scotland but loves how Scots all have a sense of home. Gerard Butler loves mountains, glens and lochs and naturally, Burns, but hates midges and smirr! With a nod to her passion for tennis, Judy Murray hates when 'rain stops play' but she loves our national treasures. Scotland manager, Alex McLeish, of course, hates Glorious Defeat, but loves how Scots all pull together as a team.

Mark Bishop, Director of Customer and Cause at the National Trust for Scotland said: "Everything we do is for the love of Scotland. The hundreds of thousands of members, donors, volunteers, visitors and staff do what they do because they care about Scotland and we thought it was time to recognise that. The National Trust for Scotland isn't just here for a lovely day out, it stands for something much bigger than that.

"We're about coastlines and castles, art and architecture, wildlife and wilderness. We're here to protect our natural and national treasures for everyone to enjoy.

"We've set ourselves an ambitious target to do two things – firstly to help people better understand what we do and why we do it and secondly to protect the Trust for the future by increasing our members, donations and visitors.

"In creating this campaign, we've been heartened by the extraordinary passion we've tapped; from multi-award winning actors and sporting royalty to our hard working staff and volunteers

and everyone else who champions our work. We have harnessed that support to help us shout louder about the important role we play in caring for Scotland now and forever.”

The *For the Love of Scotland* film can be seen at the National Trust for Scotland's website at www.nts.org.uk/love

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Issued on behalf of National Trust for Scotland by Frame PR:

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Editor's Notes:

Over the next five years the National Trust for Scotland aims to:

- Grow membership from 350k to 500k
- Increase paid visits from £450k to £1million
- Increase member average visits from 1.3 to 2.0 a year
- Increase regular donors from 650 to 5,000

About the Trust

Set up in 1931 for the 'preservation and conservation of natural and human heritage that is significant to Scotland and the world', the National Trust for Scotland is the largest Scottish membership organisation and a leader in conserving and promoting the nation's treasured places and collections so that they can be enjoyed by present and future generations.

The properties and sites the independent charity cares for straddle a timeframe that stretches from the earliest geological processes to the Mesolithic and on into the 20th century. It has a presence in every corner of Scotland; from the most northerly tip of Shetland to the south coast of Dumfries and Galloway; from the eastern shore of the country at St Abb's Head to the most westerly islands of St Kilda in the Atlantic Ocean, 64 kilometres from the nearest landfall.

The Trust's responsibilities encompass architectural wonders, coastlines (providing habitat for over one million seabirds), 190,000 acres of countryside, 46 Munros, 394 miles of mountain footpaths, 10,000 archaeological sites, 35 major gardens nurturing 13,500 plant varieties, seven national nature reserves, 45 sites of special scientific interest, St Kilda, Britain's only dual World Heritage Site, battlefields which changed the course of history and collections of fine art and more than 100,000 precious artefacts representing both the highest levels of craftsmanship and the prosaic needs of lives once lived.

The National Trust for Scotland is the charity that celebrates and protects Scotland's heritage. It relies on the support of its members and donors to carry out its important work of caring for the natural and built heritage of Scotland for everyone to enjoy.

You can join the National Trust for Scotland for as little as £7.50 per month for a family. To become a member, visit <http://www.nts.org.uk/Join/Benefits/>.

You can make a difference and help protect everything in our care. Donate online at <https://www.nts.org.uk/Donations/>