

PRESS RELEASE FOR IMMEDIATE RELEASE

HSBC SPONSORS FAL RIVER LINKS PROJECT

MUD sculpture workshops, wildlife spotting boat trips and creek cleaning on the River Fal are just three activities in store this summer thanks to a £50,000 cash injection into the Fal River Links project from HSBC bank.

Fal River links, which was set up two years ago to encourage residents and visitors to the county to preserve the environment by travelling around on boats, buses and foot, will receive the money over the a three-year period.

It will be used to increase public understanding of Cornwall's marine environment with emphasis on the River Fal, develop enthusiasm and educate both children and adults about the River Fal, and encourage people to protect and enhance the river's environment.

Director and founder member of Fal River Links, Tim Light, said: "We are delighted to have gained this support from the South West branch of HSBC. For a small project such as Fal River Links to be given such a vote of confidence, is amazing.

"The money will enable us, through a joint partnership with Cornwall Wildlife Trust, to inspire and educate young people through school activities and workshops; provide more opportunities for all people to enjoy the wildlife found in and around the River Fal and gain the support of volunteers – including staff employed in the region by HSBC," Tim added.

Steve Preston, Area Director of HSBC Plymouth and Cornwall said the support is a first for the bank in the South West and is a prime example of how a bank can work in partnership with a private project in the local community to enhance the lives of people living, working and visiting that area.

He said: "HSBC is proud to be able to help Fal River Links achieve its aims through the sponsorship; but the icing on the cake is the chance for all our staff to actually help in their own way by volunteering to clear a creek, look for pipefish amongst the eelgrasses on the Fal river bed or go out on a rib to spot dolphins. It's not only about increasing awareness, helping to preserve the area and educating our youngsters – it's about having fun at the same time."

Anyone interested in finding more out about the activities planned, should call Fal River Links estuary officer, Jemima Ball, on 01872 861914.

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Notes for editors:

PHOTO OPPORTUNITY: Thursday March 16 at 10am, King Harry Ferry slipway. Sarah Peters, Tim Light and Jemima Ball with large Fal River Links map board.

Please call Jemima on 01872 861914 to arrange.