



'Safe in the Hills' website launched

Safe in the Hills is a brand new website providing up-to-date guidance on hill safety. The website is published and maintained by Kirkby Stephen Mountain Rescue Team, one of Cumbria's Lake District mountain rescue teams. It is intended as an informative guide to every aspect of hill safety at a time when hill-walking is becoming increasingly popular. With so many venturing onto the hills for the first time, walkers are keen to find authoritative advice on everything from GPS to what to take and wear.

You are invited to become actively involved in this high-profile, useful and timely resource for Britain's hill-walking community.

The site will be widely promoted, including through:

- Walkingworld.com, one of Britain's most popular walking websites with over 60,000 active members
- The Mountain Rescue England and Wales website
- Regular press releases
- The Kirkby Stephen Walkers are Welcome website (www.walkeden.org)
- The Eden Valley tourist board

We also expect the website to be well ranked in Google etc. and linked to from other sponsors' websites and through their email newsletters.

For sponsorship of £300 a year (just **£25 a month**) you will benefit from:

- Your logo prominently displayed on the homepage of the website
- Your logo on all the pages in a section of your choice (e.g. What to wear, Navigation, On the Hill)
- A dedicated piece of text (100 words or so) on one of the pages of your choice
- Permission to use the Kirkby Stephen Mountain Rescue team logo on your own website, with words to state that you are an official sponsor of the team

Your entire sponsorship fee goes to Kirkby Stephen Mountain Rescue Team.

How to participate

To book your place as a sponsor of the website you can:

- Ask us to send you an invoice for £300 for your annual sponsorship fee
- Or set up a standing order for £300 a year or £25 a month to the following bank account:

Account name: Kirkby Stephen Mountain Rescue

Sort code: 40-26-18 Account number: 41128655

Then just contact us to let us know that the standing order is in place

More information

See the website at **www.safeinthehills.org.uk**

Contact David Stewart – david@walkingworld.com / tel 017683 42029