

**PRESS RELEASE**

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18 July 2007

**BEST OF SOUTH EAST CORNWALL IN NEW MAP GUIDE**

***Photo and interview opportunity at Liskeard Town Information Centre, Pike Street, Liskeard on Tuesday 24 July at 10.00am with Jill Isaac (Caradon District Council), Brian Shears (Best of Bodmin Moor) and Lyn Winter (South East Cornwall Tourism Association).***

A new holiday map and beach guide is set to signpost the best of South East Cornwall for holiday makers and locals alike.

The new style leaflet has details of the best attractions to visit, beaches to enjoy, places to explore and activities to join in. 40,000 copies have been printed and will be distributed through information centres, attractions and accommodation providers belonging to the tourism associations.

In a unique partnership, Caradon District Council, South East Cornwall Tourism Association (SECTA) and The Best of Bodmin Moor, with assistance from Cornwall AONB, have produced the new Holiday Map and Beach Guide.

Jill Isaac, Tourism Marketing Officer at Caradon District Council said "This is the first time we have worked together with tourism associations in this area and the Cornwall AONB to produce a leaflet." She continued "The guide will be an invaluable resource showing all that is best in our area."

Brian Shears, Chairman of Best of Bodmin Moor said "Who needs to go further afield when we have so many fantastic places to enjoy on our own doorstep?" Lyn Winter, of SECTA, continued "I know how important this sort of leaflet is, so we are very pleased to be involved with this great new initiative."

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SECTA represents accommodation providers, restaurants, activities and suppliers in South East Cornwall. Visit [www.secta.org.uk](http://www.secta.org.uk) for more information. The Best of Bodmin Moor promotes and serves interests of businesses trading on and around Bodmin Moor. For more details visit [www.bobm.info](http://www.bobm.info).

- Ends -

Notes to editors:

- ***Photo and interview opportunity 10.00am on Tuesday 24 July at the Town Information Centre, Pike Street, Liskeard, Liskeard.***
- Pdf or hard copy of leaflet available
- For more information contact:

Jill Isaac on 01579 341032 or [jisaac@caradon.gov.uk](mailto:jisaac@caradon.gov.uk),

Brian Shears on 01579 321019 or [enquiries@tregale.co.uk](mailto:enquiries@tregale.co.uk) or

Lyn Winter on 01752 233094 or [lyn.winter@plymouth.ac.uk](mailto:lyn.winter@plymouth.ac.uk).