

Document Wild Scotland press release
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WILD CAT ON HOT TIN ROOF

Wild Scotland, Scotland's sole association for wildlife tourism, has appointed Hot Tin Roof to design and deliver its PR strategy. Creating a highly targeted, strategic campaign, Hot Tin Roof aims to raise awareness of Wild Scotland and its key issues of sustainability, quality assurance, biodiversity and access for all, ultimately establishing Scotland as Europe's number one wildlife watching destination.

This announcement follows a string of contract wins for award winning Hot Tin Roof, consolidating the company's reputation for delivering dynamic campaigns and prolific results. Recent acquisitions include Lightershade, Est Est Est and 9-20 Recruitment.

Wild Scotland's manager, Caroline Warburton comments: "As Wild Scotland is a relatively new association working to extremely tight budgets, we had to be sure that our PR partner would deliver the results they promised and squeeze as much as possible out of the resources available. Hot Tin Roof has an impeccable reputation for setting clear, realistic goals and has tailored Wild Scotland's PR campaign to ensure our key objectives are achieved through strategic communication."

Hot Tin Roof has developed a campaign based around the seasonality of each of the 47 Wild Scotland members, to ensure sustained promotion of Wild Scotland's key messages across a broad range of travel and environment markets throughout the year.

Hot Tin Roof director, Sarah Lee comments: "Scotland is an incredibly beautiful and diverse country, and it's fantastic to be working with people who are passionate about developing a sustainable tourism product, that is both important to our environment and our economy.

Wild Scotland works to promote and safeguard Scotland's nature and wildlife, Hot Tin Roof will work to promote and safeguard Wild Scotland's reputation."

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ABOUT HOT TIN ROOF

Hot Tin Roof was launched in 2002 by Sarah Lee and within its first six months, won an award for 'Best Independent Practitioner' at the Scottish PR Awards.

Hot Tin Roof is a young, independent company delivering dynamic campaigns, designed along clear and simple lines. From short, sharp projects to heavy weight strategy sustained over the long term, Hot Tin Roof creates iconic reputations built on concrete communication.

Hot Tin Roof provides media relations, reputation, event and crisis management for business and consumer sectors with clients including Ambergreen, Eric Young & Co, The White Company and Centotre.

www.hottinroof.co.uk

ABOUT WILD SCOTLAND

Wild Scotland's aim is to establish Scotland as Europe's number one wildlife watching destination, by promoting and protecting Scotland's nature and wildlife through the sustainable access provided by its members.

Wild Scotland is the sole association for wildlife tourism in Scotland, formed in 2003 by concerned Scottish wildlife and nature tourism operators. It currently comprises 47 members within this sector.

Wild Scotland is passionate about Scotland's natural heritage and works to encourage the responsible development and promotion of wildlife tourism in Scotland in sustainable ways.

Wild Scotland members offer some of the most varied wildlife experiences in Europe and work together to develop Scotland's tourism product, promoting key messages of sustainability, biodiversity and access for all.

Wild Scotland membership is *the* indicator of quality assurance in Scottish wildlife tourism.

www.wild-scotland.co.uk