

## PRESS RELEASE



### GREAT WEST WAY® LAUNCHES NEW VIDEO CAMPAIGN

Great West Way have produced a new video, as part of a wider integrated campaign aimed at encouraging visitors to plan a staycation to the Great West Way when travel restrictions are lifted.

The video travels the length of the Great West Way and features some of our most iconic destinations and ambassadors.



Great West Way is the world's first multi-modal touring route, between London and Bristol, encompassing more than 500 navigable miles. The new video takes viewers on a journey on the Great West Way, from London to Bristol.

The new Great West Way video showcases popular tourist attractions, hidden gems and fascinating destinations along the route.

Hampton Court Palace, the Kennet & Avon Canal, the Holburne Museum, Stonehenge are all featured, as are the Royal Borough of Windsor and Maidenhead, Reading, Newbury, Wiltshire, Bath and Bristol.

The video will appear on the Great West Way website and will be posted across all Great West Way social media channels, as well as third party websites.

Explore the Great West Way Map and see the route come to life - [View the video here.](#)

For more information, visit: [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk)

#### Notes to Editors:

If you're interested in joining the Great West Way Ambassador or wish to find out more please visit: [www.GreatWestWay.co.uk/Ambassador-Network](http://www.GreatWestWay.co.uk/Ambassador-Network)

Follow and engage with us on our social channels Facebook [@GreatWestWay](#), Instagram [@GreatWestWay](#) and Twitter [@theGreatWestWay](#)

Images for Great West Way can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/3g1fd7> Photos may be used in print and/or online for the promotion of tourism to the Great West Way and photos used must be credited to [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk), unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

### **About the Great West Way**

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. For further information go to [www.discoverenglandfund.org](http://www.discoverenglandfund.org)

The Story of the Great West Way booklet is available at:  
[www.GreatWestWay.co.uk/storyoftheGreatWestWay](http://www.GreatWestWay.co.uk/storyoftheGreatWestWay)

Great West Way and England's Great West Way are registered trademarks.

For further information contact:  
David Andrews – [Davidandrews@GreatWestWay.co.uk](mailto:Davidandrews@GreatWestWay.co.uk)