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FOR IMMEDIATE RELEASE

Press Release

Visit Tamar Valley to tackle climate change by sponsoring 10 local businesses to achieve the Green Acorn Award for sustainable tourism.

Visit Tamar Valley is thrilled to announce the launch of a two-year Green Tourism Programme in collaboration with Green Acorn. The Programme is aimed at promoting sustainability in the Tamar Valley region and will support both businesses and visitors in adopting environmentally conscious practices, ensuring the preservation of the Tamar Valley for future generations.

Green Acorn, is an initiative of the South East Cornwall Tourism Association and has been a beacon of sustainable tourism for over a decade. Recognised as a model of best practice in the BS 8900 British Standard for Sustainable Business, Green Acorn's expertise will be instrumental in guiding the Programme.

The Programme will sponsor ten businesses within the Tamar Valley area for a period of two years, helping them strive for the Green Tourism Award. This sponsorship will provide a platform for Ambassador businesses to publicly champion sustainable practices, share innovative ideas, support fellow enterprises, and contribute to the creation of a Green Tourism Charter for the Tamar Valley in 2025.

"We are excited to give tourism businesses in the Tamar Valley the opportunity to participate in this transformative programme," said Sarah Bartlett, Head of Marketing, at Visit Tamar Valley. "This initiative is open to all businesses regardless of whether they are members of Visit Tamar Valley and underscores our commitment to sustainability. We want to be instrumental in empowering local tourism businesses to lead the way in environmental stewardship."

The Green Tourism Programme is made possible with National Lottery Heritage Funding as part of the Tamara Partnership Scheme's Come Visit Stay Awhile project. This funding underscores the importance of preserving the natural beauty and heritage of the Tamar Valley while fostering economic growth through sustainable tourism.

For more information about the Programme and how to get involved, please visit the Green Tourism Programme page here: https://visittamarvalley.co.uk/green_tourism_programme

You can also contact:

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Join us in making Tamar Valley a model for sustainable tourism and a haven for future generations to enjoy.

[About Visit Tamar Valley](#)

Visit Tamar Valley is committed to positioning the Tamar Valley region as a destination of choice for short-stay visitors. With the help of our information-rich website that serves as a comprehensive source of information, we aim to attract more visitors, elevate their experience, and safeguard the valley's unique environment.

[About Green Acorn](#)

Green Acorn, an initiative of the South East Cornwall Tourism Association (SECTA) and has been promoting sustainable tourism practices for over ten years. Recognized in the BS 8900 British Standard for Sustainable Business, Green Acorn is committed to guiding businesses towards a greener future.

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