

MEDIA RELEASE

Tuesday 26th March 2012



Jersey Heritage Opens for New Season

Jersey Heritage opens its doors for the 2013 season in time for the start of the Easter break. Throughout the cold winter months the team has been preparing the Island's iconic historic visitor sites for what promises to be a very full and engaging series of exhibitions and events.

As well as attractions and activities that will be familiar to the thousands of Islanders and tourists that visit them every year, there are fresh and innovative things to see and do during the coming season. Popular events such as the Discovery Days, Jersey Muse Thursday Film Club & Muse Pot Luck, exclusive member-only events, seasonal festivities such as the Fete de Dolmens and the Faisie d'Citre, will all be taking place in the months to come, as well as a full programme of Living History tours and demonstrations.

Mont Orgueil Castle and Jersey Archive remain open year-round, but in order to prepare for the new season other Jersey Heritage visitor sites are closed to the public over the winter months. From Wednesday 27th March, members of the public can enjoy a different experience every day at La Hougue Bie Museum, Elizabeth Castle, the Maritime Museum & Occupation Tapestry and Jersey Museum & Art Gallery. Hamptonne Country Life Museum will welcome visitors again from this summer.

Local Membership

Jersey Heritage members will continue to enjoy a range of benefits including free and unlimited access to all events, exhibitions and visitors sites as well as providing valuable support for the work of the organisation. During the 2013 season Members will not only discover there is something to do every day, for as little as 85p per month*, they will also be invited to enjoy exclusive member only events. Jersey Heritage Membership has been supported by Lloyds TSB for a second consecutive year.

Tourism

Jersey Heritage works closely with Jersey Tourism and other cultural organisations to provide an unforgettable visitor experience. To support the season a new visitor guide has been produced which incorporates tailored trails designed to make any visit to the Island enjoyable and as effortless as possible. The new trails feature all Jersey Heritage visitor sites, as well as other Island attractions such as the Jersey War Tunnels and Durrell Wildlife Conservation Trust. By working in partnership with these organisations the heritage sector can collectively support the tourism industry and help boost local admissions.

Over the course of the year, Jersey Heritage will be introducing several new self-catered holiday lets in unique locations for Islanders and visitors to enjoy.

Jersey Heritage Commercial Communications Director, Jeremy Swetenham said: "The Island's heritage is extremely valuable and it is vital that we as an Island engage with the stories which make up our past. As guardian of Jersey's heritage, our team has worked extremely hard once again to offer people a year of opportunities to interact with and interpret the past in new, exciting ways. Last year our membership grew to over 7,000 due to the value that Jersey Heritage offers with its numerous exhibitions, events and experiences. This year we hope our membership engagement will spread the word even further for the benefit of islanders and visitors alike as there is a new experience to enjoy every day."

The full visitor guides are available at the Jersey Heritage visitor sites and Jersey Tourism Information Centre, and further information available online at www.jerseyheritage.org

For further information:

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NOTES TO EDITORS

For Video News Release please visit: <http://vimeo.com/62688632> OR <http://www.youtube.com/watch?v=WsxGQVCQADw&feature=youtu.be>

**Child and Student Monthly Direct Debit. Adult Monthly Membership £2.95, Senior Monthly Membership £1.70 and Family Monthly Membership £4.60. Minimum 12 month contract.*