



For Immediate Release

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Cumberland Pencil Museum's PR Triumph

A potential publicity disaster was turned into a PR success story by Keswick's Cumberland Pencil Museum last week, after it was named in a Daily Mail article as one of the dullest tourist attractions in Britain.

Museum Manager Alex Farthing took the opportunity to speak out against the criticism, and was swiftly joined by numerous past visitors to the Pencil Museum, who were keen to talk about what great days out they had had there. Visitors described the museum as "fantastic," "really good fun," and "well worth the money." There was even a comment from a lady in Wisconsin, USA, who said she now hoped to visit the Pencil Museum as it looked so interesting.

In responding to the negative story, Alex attracted attention from newspapers and radio stations, and was soon giving a live interview on Radio Oxford, promoting the Pencil Museum as a visitor destination. The story was also picked up by The Sun newspaper and the Somerset Review, and happened to coincide with a pre-recorded feature on the Pencil Museum being broadcast on the BBC's Country Tracks program. It is hoped that the increased exposure will generate higher visitor numbers for the museum and the Keswick area.

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