



6 May 2010

## **MALLARDS PIKE LAKE VOTED BEST PLACE TO PICNIC IN THE SOUTH WEST**

Mallards Pike Lake in the Forest of Dean has been voted the best place to picnic in the South West in Warburtons Picnic Awards 2010.

Hundreds of picnic-goers cast their votes to help Mallards Pike Lake fight off stiff competition from other sites in the South West, including last year's regional winner Uphill in North Somerset and Seatown in Dorset.

The lake now goes on to battle it out against nine other favourite picnic locations around the UK to win the national title in Warburtons annual awards.

Mallards Pike Lakes were constructed by the Forestry Commission for use by the local people and are now a popular attraction for visitors. The mature woodland lakeside path is a good vantage point for watching mandarin ducks and other waterfowl while you enjoy your picnic. The family cycle trail links through to the site and there is a waymarked 5km running route starting near the Go Ape high wire forest adventure course of challenging rope bridges, Tarzan swings and zip slides!

To celebrate Warburtons National Bread Week (3-9 May 2010) and the great British pastime of picnics, the family baker is encouraging people to pledge their support and vote for their favourite local picnic spot by logging on to [www.welovebread.co.uk](http://www.welovebread.co.uk).

Heather Lilley from the Forestry Commission said "We were so pleased to hear that Mallards Pike has won the South West finals of the Warburtons Picnic Awards! It is a really lovely site for picnicking right in the heart of the Forest of Dean. Now we are looking to our voters to make their final choice Mallards Pike for the National Award 2010."

Paula Burrows, Tourism Marketing Manager, Forest of Dean District Council said: "It is absolutely great news - this accolade will help to highlight what a fantastic place the Forest of Dean is to visit and stay."

-more-

Mallards Pike Lake receives a £500 cash bursary from Warburtons for winning the regional heat. If the South West favourite goes on to win the coveted title of 'Warburtons Best Picnic Site 2010', it receives a further £500.

David Williams, manager of Warburtons bakery in the South West, said: "Our picnic awards are a fantastic opportunity to celebrate one of our great British traditions. With more and more of us holidaying in the UK, there's never been a better time to unearth some of the hidden treasures across Britain."

To vote for Mallards Pike Lake in the national round, log onto [www.welovebread.co.uk](http://www.welovebread.co.uk) and register your vote today. Alternatively, send your vote to Warburtons Picnic Awards, c/o Quadrant Media & Communications, Greenmeadow Springs, Tongwynlais, Cardiff CF15 7NE.

The closing date for entries is Monday 31 May, with the winner being announced week commencing 21 June.

ENDS

**Notes to Editors:**

- Warburtons is the UK's leading independent baker and was established in a grocery shop in Bolton in 1876 by Thomas and Ellen Warburton. Today the business is actively run by the fifth generation of the Warburton family – Brett, Jonathan and Ross.
- Warburtons is the second biggest grocery brand in the UK. Source: The Grocer Magazine, Nielson Britain's 100 Biggest Grocery Brands, March 2009.
- With fourteen bakeries and thirteen depots around the UK, the company serves customers from the Scottish Islands & Highlands in the North to Southampton in the South.
- Warburtons produces over two million loaves, rolls and crumpets every day and in the UK we eat the equivalent of nine million large loaves of bread on a daily basis. Statistics provided by the Federation of Bakers.
- For local stockists please call the Warburtons Freephone Customer Careline on 0800 243 684.

For further information, please contact Nicola Roberts

**QUADRANT MEDIA & COMMUNICATIONS**

T: 029 2069 4900

E: [nicola-roberts@quadrant.uk.com](mailto:nicola-roberts@quadrant.uk.com)