**PRESS RELEASE – FOR IMMEDIATE USE**

**01.02.24**

**THE HEATHER TRUST – the UK’s foremost charity dedicated to the promotion of sustainable, resilient moorlands – is delighted to announce the appointment of Katrina Candy as their new Director.**

Katrina joins the Trust following eight years with Bidwells property consultants as Head of Communications (Scotland), prior to which she was Head of PR & Education with the Game & Wildlife Conservation Trust for 13 years.

Katrina will bring a wealth of experience in journalism, public relations, strategic communications, business development and education combined with a great love and understanding of the uplands. Based in Perthshire, she will support the Trust both in Scotland and on all moorland matters that extend across the UK.

Her appointment comes at a pivotal moment for the Trust as it embarks upon a number of new initiatives that aim to raise awareness of the importance of our UK moorlands at a time of climatic, political and managerial change.

“I’m looking forward to working with the very focussed team at The Heather Trust to enhance appreciation, deliver impactful events and meaningful research into our iconic moorland landscapes,” said Katrina who is a Chartered PR Practitioner.

“We cannot underestimate the importance of these habitats for economic, social and of course environmental reasons which are now being viewed through a sharpened natural capital lens.

“A collaborative approach with sustainable objectives is key to ensuring resilient moorlands for the benefit of all. One of the main areas of focus in 2024 will be the delivery of the UK Wildfire Conference in Aberdeen in November. This flagship event, will attract delegates, sponsors, industry experts, scientists and thought leaders from all over the world and will be an excellent opportunity to share and learn as we face the global climate emergency.”

Katrina’s interest in the environment and education extends beyond work, having published a number of children’s books about conservation and land management.

**ENDS**

**Caption –** Katrina Candy has been appointed Director of The Heather Trust, starting end of January 2024.

**Notes** - Katrina is originally from Perth and grew up in Montrose. Prior to her new appointment, she worked with Bidwells' property consultants, the Game & Wildlife Conservation Trust, the John Lewis Partnership and DC Thomson.

For more information, contact:

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