
Monday, 5th April

MEDIA INFORMATION

YOUNG'S UNVEILS A NEW DISCOVERY AT THE DEEP

On Wednesday, April 7th at 9.15am, Young's, the UK's largest seafood supplier, is unveiling its brand new Young's Discovery Corner as part of its ongoing support of The Deep submerium in Hull.

The Young's Discovery Corner is a fantastic educational attraction that has been specially designed to provide visitors with an opportunity to get up close and personal with some of Britain's most intriguing rock pool creatures. Seaside species such as spider crabs, sea urchins, beadlet anemones, spiny starfish and whelks are all housed in a number of exciting touch pools for kids and adults alike to experience.

Informative boards about each of the species are situated around the attraction, featuring interesting facts about all of the touch pool residents. Plus, fully qualified staff will be on hand to answer any questions visitors may have about the colourful creatures.

The Young's Discovery Corner is the latest step in the company's sponsorship of The Deep, which was announced last month. Joining forces with the £42.5million Millennium Commission lottery project, Young's is helping The Deep to continue with its marine conservation work as well as the programmes it runs at its Education Centre, which caters for over 20,000 children each year.

Mike Parker, deputy chief executive of Young's says, "We are delighted to be behind such a valuable and worthwhile initiative and we are sure it will be an enjoyable and educational addition to The Deep's existing attractions. We hope that visitors to the Young's Discovery Corner will enjoy their hands-on experience whilst at the same time learning a bit more about some of Britain's wonderful and wide-ranging sea life."

To celebrate the launch, visitors will be able to make the most of free samples of tasty Flipper Dippers, part of the seafood giant's popular Young'uns range. Samples will be available from 10am – 2pm on Wednesday April 7th.

For further information please contact Leanda Heaton (l.heaton@brahm.com) or Fiona Kendall (f.kendall@brahm.com) of Brahm 0113 230 4000.