

CICERONE

Cicerone, the UK's leading outdoor activity guidebook publisher, will be 50 years old in March 2019.

Celebrations will go on all through the year, and have already begun with the publication of a commemorative book, *Fifty Years of Adventure*, adding to our range of around 400 titles. Cicerone will also mark this milestone year by raising money for two charities closely associated with outdoor adventures, as well as promising a busy year hosting events to inform and inspire.

Fifty Years of Adventure is a fantastic **compilation of adventurous tales** from Cicerone authors, illustrated with over 100 glorious photographs from around the world. This hardback limited edition also tells the story of Cicerone from its early years in the 1960s, making it a fascinating read both for Cicerone fans and lovers of the great outdoors.

Cicerone's guidebooks have inspired generations of enthusiasts to have a great time outdoors, and it is fitting that Cicerone will be supporting two charities closely related to this core philosophy. **The Bendrigg Trust** is a Cumbria-based charity that helps disabled and disadvantaged people of any age or ability experience the outdoors. To support their promotion of adventure for all, we will fund a range of bursaries to help them carry on the excellent work they do. Secondly, working with the **Juniper Trust**, we will rebuild a damaged school in Nepal. The trust operates across the developing world and is closely associated with adventure travel specialist KE Adventures.

We will give **£1 per book sold on our website** during the year to these causes. Customers who buy through our website will be invited to contribute as well, either by matching our donation or through a Just Giving page.

A key event on our celebration calendar is the Adventure Travel Show (Olympia, London 19-20 January 2019) and it will be jam-packed with fun, adventure and inspiration. Cicerone will host a series of **free trekking workshops** and a number of inspiring author talks throughout the weekend, and the Cicerone stand will showcase our entire range of nearly 400 titles. The ATS will also see the official launch of our 50th year celebrations, with a huge **competition** and a **special event** for enthusiasts and journalists alike.

Established in 1969 in Milnthorpe, Cumbria, Cicerone was set up with the aim of producing guides for walkers and climbers, written and produced by walkers and climbers. Half a century on, we have grown to encompass guidebooks and ebooks to the best walks, treks, mountains and cycle routes in the UK, Europe and worldwide. We are looking forward to inspiring and guiding the next generation of outdoor enthusiasts.