***PRESS RELEASE***

***The Last Flower* - A Family Affair**

***The Last Flower*** is a short video about 4 minutes in length, which draws attention to the threats faced by wild flowers in the UK, and has been put together by Nigel and Lois Harbron, from Kirkoswald, with the help of their offspring Rob and Jo.

In 2019, Nigel Harbron composed a tune he called *The Last Flower* after seeing yet another species-rich verge being turned into a lawn. In 2020, Rob (a professional musician) arranged and recorded the tune, and Lois, Jo and her husband Seb, started gathering photographs and short video clips to be shown as the tune played.

After a gentle start showing some stunning pictures of wild flowers, the video moves into contrasting vein, with a series of positive and then negative illustrations paired with each other so the viewer can see very clearly why our wild flowers are disappearing at a worrying rate. Most of the positive pictures were taken in Cumbria; sadly, all but one of the negative pictures were taken in the ‘unspoilt’ Eden Valley in the county.

The video has been developed ‘virtually’ as the family hasn’t met up since last Christmas, and was edited by Liz Morley.

At the end of the video, the viewer is encouraged to send a donation to Cumbria Wildlife Trust and/or Plantlife (the only national charity protecting wild flowers). Viewers are also encouraged to share it as widely as they can.

To view the video, just use this link:

<https://youtu.be/zYbajRYvjKk>

or, if you are wary about following up unknown links, just Google:

**nigel harbron youtube**

and look for ***The Last Flower***.

Any help you can offer by way of promoting the video would be much appreciated.

**The Harbron Family**