



# NEWS RELEASE

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## **New maps and guides from World Class Stratford will add to the town's visitor experience**

A visit to Stratford should become a better informed and more enjoyable experience thanks to the launch of two new official town maps and guides, which are now on sale in the Tourist Information Centre and through local retailers.

The two complementary publications, the *Official Map & Guide* (priced at £1 per copy) and *Official Historic Walking Guide* (£1.50), have been produced to help the town's three million plus annual visitors make the most of their time in Stratford.

The maps are the final element of the World Class Stratford wayfinding project and will work in conjunction with the distinctive fingerposts and information panels which were installed at strategic locations in the town centre last year.

As its title suggests, the *Official Map & Guide* includes an easy-to-follow map of the town together with a '10 things to do in Stratford' section, which covers heritage, visitor attraction and retail suggestions.

The *Official Historic Walking Guide* includes directions for two walks which take in many of the town's heritage features and history, spanning nine centuries from the 12<sup>th</sup> century to the present day.

"These new guides will help visitors make the most of their time in the town by selecting the areas that are of most interest to them, whether that be cultural and historic, family attractions, places to eat and drink or the town's excellent shopping facilities," explained Cllr. Juliet Short, a member of the World Class Stratford Strategy Group who has been closely involved in the wayfinding project.

"The Easter weekend traditionally marks the beginning of the spring tourism season so it is timely that the leaflets are now on sale throughout the town," she added.

The maps were produced for World Class Stratford by the Town Management Partnership and supported by many leading attractions and local businesses.

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