

PRESS RELEASE

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A Cut Above The Rest

A new film produced by The Rural Media Company was presented to Prince Charles at the Royal Show, this month. Jane Jackson, Rural Media's Director of Production was there to meet the Prince, along with the Hedgeline partners, who commissioned the film.

A Cut Above The Rest guides people through the complexities of hedgerow management and has been created by a partnership of the National Hedgelaying Society, the Campaign to Protect Rural England (CPRE), the RSPB, the Tree Council, Natural England and Defra. View the film at www.hedgeline.org.uk - the official website for the new resource, aimed at farmers and land managers.

"Hedgerows can be described as the green veins of our landscapes – without them our countryside would be barren and monotonous. But many are suffering from neglect, overgrazing or harsh over-cutting. Our new film will help anyone responsible for hedges to keep them in good heart."

Said Tom Oliver, Head of Rural Policy at Campaign to Protect Rural England.

Release ends

Note to Editors

- 'A Cut Above the Rest' was commissioned by Natural England
- Based in Herefordshire and established in 1992 **The Rural Media Company** uses media and communications - film, video, photography, journalism, graphic design and the Internet - to produce high-impact moving image and new media work. We are a key client of the regional screen agency Screen West Midlands and have won numerous awards nationally and internationally and are renowned for our expertise in this field of work.
- **The Rural Media Company** is a registered charity.