



*Working to protect and defend Bennachie and its surrounding area from the A96 dual carriageway*

[www.savebennachie.com](http://www.savebennachie.com)

## Ten Seconds to Save Bennachie

The **Save Bennachie Alliance** is launching a new social media initiative to help stop a dual carriageway being carved through one of Scotland's most precious landscapes.

A 26 mile high level road crossing the lower slopes of Bennachie is currently being considered as a possible route for the new eastern section of the A96.

However, increasing numbers of people are urging the planners to rule out the Bennachie option before it's too late. A shortlist of potential routes is due to be announced this autumn.

Consultants are assessing various options for the four lane highway after the Scottish Government pledged to upgrade the A96 (between Aberdeen to Inverness) road by 2030.

Save Bennachie Spokesperson Lynda Bain says,

"Bennachie is often described as Scotland's best loved hill. People come here to walk, run, bike and ride. They find inspiration or their competitive edge here.

"You can run to the top, or sit still and find inner peace. You could meet an international mountain biker training here, or you might be even luckier and see a pine marten or goshawk.

"Maybe you have never walked to the top, but your first glimpse of Bennachie from the top of Tyrebagger means you are home."

The campaign team is urging everyone to put their feelings for the hill into words by recording a ten second video clip on their smartphone, explaining why they love Bennachie. The clips will be uploaded to the campaign's social media sites.

Ms. Bain adds that it was vitally important that everyone takes part:

"If you want to protect everything that Bennachie stands for, take a moment to tell us why. All it takes is ten seconds to help Save Bennachie."

The project featuring short clips from the general public will launch on Facebook and Instagram on Friday 7 September 2018.



*Working to protect and defend Bennachie and its surrounding area from the A96 dual carriageway*

[www.savebennachie.com](http://www.savebennachie.com)

To take part, simply record a few seconds on your smart phone, talking about why Bennachie matters to you.

Then...

- Send your clips to **hello@savebennachie.com**
- See what other people are saying about Bennachie at **www.savebennachie.com**
- Share with your friends and family
- Post your clips on your own social media, using the hashtags **#savebennachie** and **#10secondstosavebennachie**
- Like us on Facebook **“Save Bennachie”**
- Follow us on Instagram **“Save Bennachie Alliance”**

For comment or further details, contact Lynda Bain from Save Bennachie Alliance on 07749 801596 (mobile number) or 01467 681595 (landline).

### **Notes for Editors**

The Save Bennachie campaign is an alliance of concerned individuals, conservation and outdoor organisations, sporting clubs and community councils,

It was formed in response to the Scottish Government’s project to dual the A96 from Aberdeen to Inverness. The alliance is entirely non political, drawing support from all North East MPs and MSPs. Its aim is to defend Bennachie and its surrounding area from any encroachment from the new A96 dual carriageway. The project timetable states the work should be completed by 2030.

Further details, resources and links can be found at <https://www.savebennachie.com>