



## PRESS RELEASE

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For immediate release

### GLAMPING MANIA SWEEPS THE NATION

With camping seeing huge year-on-year growth in spite of the recession, savvy landowners are shifting their attention to profiting from this trend. Once underused pockets of land are slowly but surely being transformed into lucrative, ready-pitched campsites, but these are not ordinary campsites.

Today's camper commands far more comfort than ever before and many are turning to SoulPad bell tents.

From its Sydney base, SoulPad are helping landowners across Australia to set up Glamping retreats of all shapes and sizes. With a broad range of free support, SoulPad have been connecting holiday makers with landowners since Glamping began.

Forget damp, cold nights in bug infested nylon tents, waking up (if you sleep at all) with a stiff back and the need for a stiff drink! Campers are aiming to camp comfy in stylish, cotton-canvas SoulPad tents. These breathable abodes, designed to treat your mind, body and soul with respect, can be accessorised with the new range of goodies from SoulPad, which makes camping seem like child's play.

So pitch up, sink your toes into the rugs, light the lanterns, snuggle up and be at one with the great outdoors in luxurious comfort.

Craig Charles, Actor and Presenter said:

"Arrived at Glastonbury with my wife and party 20 mins before show – it was absolutely chucking it down with rain and pitch black. And there she was, our very own 'SoulPad' pitched up and ready for our weekend. What a delight!!! Highly recommend these guys for any festival experience!"

Jonathon Knight, Travel Writer said:

"I'm a recent convert to the bell tent, like this one from SoulPad. It's quick and easy to put up, with plenty of room inside, and, as it's made from canvas, it stays warm on those chilly British nights. My nephews call it the "circus tent" and run around it pretending to be elephants."

To view our range of SoulPads and accessories for camping with character please visit [www.soulpad.com.au](http://www.soulpad.com.au)

### NOTES TO EDITORS

To discuss this press release please contact SoulPad direct:

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#### About SoulPad

Fans of comfy camping and fed up with nasty nylon tents, Zoe and Mark Vanderstay set up SoulPad in 2006 to supply cool tents to discerning campers. SoulPad started as a small, family run business from their Norfolk base in Thetford Forest, UK. Today's SoulPad team is as committed as ever, aiming to bring affordable, high quality products to campers in Australia and around the globe.