



## PRESS RELEASE

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### A TENT IS FOR LIFE – NOT JUST THE FESTIVAL

It's a depressing sight. Thousands of cheap, nylon tents strewn across festival sites once the music stops, many too damaged to be donated to charity and destined for landfill.

Ready pitched tents, tipis and pods have transformed festival accommodation in recent years – but at a price, with punters paying upwards of £400 for the privilege of not having to slum it.

Now a husband and wife team from Norfolk have come up with an affordable, stylish solution: pre-pitched canvas bell tent that don't cost the earth to hire.

SoulPad Villages are the brainchild of Zoe and Mark Vanderstay, whose disgust at the waste seen at many music events prompted them to offer ready-pitched and hassle-free 100% cotton-canvas bell tents for hire. Bedding packs are an option extra, but the cost is kept down by encouraging festival-goers to bring their own bedding and bits-and-bobs from home.

"The cheap tents and equipment you can get from camping shops and supermarkets as festival offers don't last five minutes and look dreadful. That's why so many get trashed and left behind. A lot of festival-goers don't want to own and maintain a tent. Nor are they impressed with crazy hire prices just for the privilege of having a table and some fairy lights in their tent" says Zoe.

The idea of affordable tents to hire is going down well with festival organisers too, who have been tasked with disposing of discarded camping gear in the past. According to Nettie Dal Jensen of Festinho, which takes place at Hinwick House in Bedfordshire, the savings on clean up costs are very significant.

"All profits from Festinho go to the ABC Trust, who directly help Brazilian street children to transform their lives, so any cost savings we can make mean more money for a good cause," she said.

"SoulPads look beautiful on site too!"

With prices starting at £275 for Limetree Festival (£17 per person per night!), well below the cost of other rented tents at many events, SoulPad are set to continue to bring affordable style and comfort to festivals - and private parties – across the UK this summer.

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!"

Go to the SoulPad website for details of products and The SoulPad Village™ offers at festivals including Bearded Theory and Limetree Festival.

<http://www.soulpad.co.uk/products/soulpad-hire>

## NOTES TO EDITORS

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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, today's SoulPad team is as committed as ever, aiming to bring affordable, high quality products to campers in the UK and around the globe.

With soul.