

Duerr's Celebrate 130 Years with Geocache

National Treasure Hunt Launched Across the Country

Hidden deep within the British countryside, in city parks, in the nooks and crannies of historic landmarks lie 130 glistening silver jars of luxurious, limited edition Duerr's marmalade.

To celebrate their 130th anniversary, Duerr's has hidden 130 secret tokens the length and breadth of Great Britain as a national treasure hunt- or 'Geocache'- and is inviting people of all ages to join in the race to uncover them, and receive an exclusive collector's edition commemorative jar.

Duerr's will use their Facebook page at www.facebook.com/duerrs1881 to launch the national geocache-style campaign on Wednesday 24 August, where users can search the interactive map to locate a Duerr's-cache near them, or find one at an attraction they would like to visit.

Treasure-seekers can then enter the co-ordinates into a smartphone or GPS device, make a note of the cryptic clue and go off in search of the token, while visiting some of the UK's most iconic landmarks- whether it be scouring Hadrian's Wall, or foraging in the Peak District.

As a business rich in heritage, Duerr's hopes to encourage families to spend a day out together at a beauty spot in the UK. The 130 different locations are either connected to Duerr's proud history or at a National Trust or Visit Britain site.

The first 130 successful adventurers to find a token will receive a collectible glass jar, full to the brim with a specially crafted anniversary marmalade recipe.

Richard Duerr of Duerr's comments, "We're 130 years young and that's exactly why we've organised a modern twist on the traditional treasure hunt, with 130 fun days out for families across the country. As summer draws to an end we want people to enjoy the closing days of harvest."