

GWCT launches new Online Premium Membership

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The Game & Wildlife Conservation Trust (GWCT) has launched an Online Premium Membership in response to demand from existing members. This new flexible option offers the same benefits as the GWCT's Premium Membership, but the regular members' magazine and Annual Review are sent to members digitally rather than in print. The online membership is being offered at 15% discount on the full Premium Membership price.

"We are seeing increasing demand from our members for digital versions of our publications" said James Swyer, the Trust's Press and Publications Manager, "so we have introduced an online version of our Premium Membership to provide members with the convenience of receiving our publications direct to their inbox. Lockdown has given us chance to review our offering to those interested in our work and this should allow people to be flexible about how they support us."

Online Premium Membership benefits include: £10m public liability insurance, covering a wide range of sports and recreation including shooting and fishing; a free copy of the GWCT's bestselling book "The Knowledge – Every Gun's Guide to Conservation"; exclusive discounts from the GWCT's Premium Partners such as Musto and magazine titles including The Field, Shooting Times, Sporting Gun and Shooting Gazette; access to the GWCT's programme of courses and events; and much more. Full details of member benefits are available at www.gwct.org.uk/join.

"By joining the GWCT as a Premium Member, for the online or print version, you are helping support the British countryside and the GWCT's pioneering conservation science," continued James Swyer, "And you'll receive regular updates by email on our latest research and best practice advice, direct to your tablet or phone."

This new option has come at an important time for the Trust, as it adjusts to a year in which its normal fundraising and membership recruitment activity has been severely affected by COVID-19. With income likely to be hit by as much as £1 million, Chief Executive Teresa Dent recently issued a rallying cry to those who appreciate or benefit from the Trust's work to support them now more than ever.

A current Premium Member commented: "Belonging to an organisation that is so dedicated to preserving the countryside makes me proud to be doing my bit. The perks that come with it are just the icing on the cake."

For more information on the GWCT's Online Premium Membership, please visit <https://www.gwct.org.uk/join/premium-membership/premium-online-membership/>.

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