**MEDIA RELEASE: SHE WYNDS ON**

The SnowRoads Scenic Route has launched its own five track EP as a soundtrack for visitors as they travel through the heart of the Cairngorms National Park.

The music was written and produced by Scottish musician Calum Wood of Magic Park Records and each track is inspired by a section of the iconic 90-mile journey linking Blairgowrie in Perthshire (A93) to Grantown-on-Spey in the Highlands (A939) via Glenshee, Braemar, Ballater and Tomintoul.

The lead track, She Wynds On, tells historic tales and legends inspired by the communities along the route who were asked to attend community engagement sessions to share their knowledge and passion for the area.

The SnowRoads initiative is led by the Cairngorms Business Partnership (CBP) and, with Scottish Enterprise funding, aims to catapult the driving route into a destination within its own right with the development a state-of-the-art mobile application to enhance the visitor experience.

The latest virtual and augmented reality technology and a collation of local stories and legends are being used to create a digital toolkit which will bring the route to life for visitors. An audio guide and the bespoke music will help to tell the stories and inspire awe of this wild and untouched road less travelled.

Composer Calum Wood said: “I wanted to capture the drama of the SnowRoads, both in terms of the fantastic scenery and the history present at every turn. Having grown up not too far from the route I’ve spent a lot of time in the Cairngorms National Park and, as a boy, could be found jumping off the rocks at the Linn O' Dee which features in the song She Wynds On. Hopefully this music will inspire people to come and drive the SnowRoads but to also explore the area and possibly go for a wee walk or an icy dip at the Linn of Quoich!"

Project Manager of the SnowRoads for the CBP, Jennifer Green, explained the aim is to create a must-do scenic route through the Cairngorms National Park. She said: “We have an exciting opportunity to create a truly immersive visitor experience and a destination road which will have a major positive economic impact on communities and businesses along the route.

“The music Calum has created is emotive and reflective of each area along the way. We asked members of the community what the SnowRoads means to them as part of our community engagement and so we know we are creating something authentic that the local folk will enjoy.

“I am not alone when I say I love to drive through the Cairngorms National Park. This route has local and international appeal for families on a Highland adventure, classic car drivers and cyclists. The technology and tools we develop throughout this project will be invaluable for tourists and businesses alike, as they promote this journey as a bucket-list destination to the world.”

**Ends**

**Notes to Editors**

For further information contact Jennifer Green: jennifer@visitcairngorms.com, 07834 688 328.

**More about the Cairngorms Business Partnership…**

The Cairngorms Business Partnership is a membership funded, not for profit, Chamber of Commerce and Destination Marketing Organisation for the Cairngorms National Park. With a membership of over 350 businesses across the National Park we support and represent business interests. Through our website visitcairngorms.com and our significant social media reach we promote the Cairngorms National Park and produce printed publications including the monthly What’s On and annual Parki to give our visitors all the information they need when they visit the National Park.