

## Dandelion Media Reach/Links

| Media Links       |   |                       |                             |
|-------------------|---|-----------------------|-----------------------------|
| Press             | Link  | Content               | Reach                       |
| Nursery World     | <a href="http://www.nurseryworld.co.uk/nursery-world/other/1162300/nursery-world-awards-2017-enabling-environment">http://www.nurseryworld.co.uk/nursery-world/other/1162300/nursery-world-awards-2017-enabling-environment</a>   | Awards                | 10,333<br>Per<br>fortnight  |
|                   | <a href="http://www.nurseryworld.co.uk/nursery-world/other/1162303/nursery-world-awards-2017-health-well-being-1">http://www.nurseryworld.co.uk/nursery-world/other/1162303/nursery-world-awards-2017-health-well-being-1</a>   |                       |                             |
|                   | <a href="http://www.nurseryworld.co.uk/nursery-world/other/1162286/nursery-world-awards-2017-nursery-of-the-year">http://www.nurseryworld.co.uk/nursery-world/other/1162286/nursery-world-awards-2017-nursery-of-the-year</a>   |                       |                             |
| EDP               | <a href="http://www.edp24.co.uk/news/education/outdoor-nursery-in-north-norfolk-crowned-best-in-the-country-1-5208994">http://www.edp24.co.uk/news/education/outdoor-nursery-in-north-norfolk-crowned-best-in-the-country-1-5208994</a>   |                       | Approx<br>35,000            |
|                   | <a href="http://www.edp24.co.uk/news/education/what-makes-this-north-norfolk-outdoor-nursery-the-best-in-britain-1-5235790">http://www.edp24.co.uk/news/education/what-makes-this-north-norfolk-outdoor-nursery-the-best-in-britain-1-5235790</a>   |                       |                             |
| ITV               | <a href="http://bit.ly/2zIpeua">http://bit.ly/2zIpeua</a> ITV news clip 500,000 views   |                       | Approx 3<br>million         |
|                   | <a href="http://www.itv.com/news/anglia/2017-09-27/outdoor-nursery-in-norfolk-crowned-best-in-the-country/">http://www.itv.com/news/anglia/2017-09-27/outdoor-nursery-in-norfolk-crowned-best-in-the-country/</a>   |                       |                             |
|                   | <a href="https://stv.tv/news/uk/1400248-nursery-where-children-only-play-with-toys-they-make-themselves-named-brita/">https://stv.tv/news/uk/1400248-nursery-where-children-only-play-with-toys-they-make-themselves-named-brita/</a>   |                       |                             |
| Daily Mail        | <a href="http://www.dailymail.co.uk/news/article-4992200/Pre-school-children-kept-outside-weather.html">http://www.dailymail.co.uk/news/article-4992200/Pre-school-children-kept-outside-weather.html</a>   |                       | 1,500,000<br>PW             |
| Leicester Mercury | <a href="http://www.leicestermercury.co.uk/news/leicester-news/outdoor-nursery-kids-make-toys-650541">http://www.leicestermercury.co.uk/news/leicester-news/outdoor-nursery-kids-make-toys-650541</a>   |                       | 45,465                      |
| The Sun           | <a href="https://www.thesun.co.uk/news/4717132/nursery-that-swaps-tots-plastic-toys-for-power-tools-crowned-best-in-britain/">https://www.thesun.co.uk/news/4717132/nursery-that-swaps-tots-plastic-toys-for-power-tools-crowned-best-in-britain/</a>   |                       | 1,576                       |
| The Green Parent  | <a href="#">50 of the best ideas for alternative learning - The Green Parent</a><br><a href="https://thegreenparent.co.uk/articles/read/50-of-the-best-ideas-for-alternative-learning">https://thegreenparent.co.uk/articles/read/50-of-the-best-ideas-for-alternative-learning</a>   | Alternative education | Website :<br>600 per<br>day |
| BBC               | <a href="http://www.bbc.co.uk/news/av/uk-england.../outdoor-children-s-nursery-opens-at-marsham">Outdoor children's nursery opens at Marsham - BBC News</a><br><a href="http://www.bbc.co.uk/news/av/uk-england.../outdoor-children-s-nursery-opens-at-marsham">www.bbc.co.uk/news/av/uk-england.../outdoor-children-s-nursery-opens-at-marsham</a> | Opening               | 5.3 mill                    |

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| Media Links                       |  |                    |                            |
|-----------------------------------|--|--------------------|----------------------------|
| Press                             | Link   | Content            | Reach                      |
| <b>That's TV - Norfolk</b>        | <u><a href="https://www.youtube.com/watch?v=wUpkHhPny6o">That's TV</a></u><br><u><a href="https://www.youtube.com/watch?v=wUpkHhPny6o">https://www.youtube.com/watch?v=wUpkHhPny6o</a></u>   | General interest   | ?                          |
| <b>The Guardian</b>               | <u><a href="https://www.theguardian.com/education/2014/dec/09/the-school-in-the-woods-outdoor-education-modern-britain">https://www.theguardian.com/education/2014/dec/09/the-school-in-the-woods-outdoor-education-modern-britain</a></u>   |                    | 162,000                    |
| <b>BBC Radio</b>                  | <u><a href="http://www.bbc.co.uk/programmes/p03mp2bd">http://www.bbc.co.uk/programmes/p03mp2bd</a></u>   | Awards             | 200,000<br>PW              |
| <b>Look East</b>                  | <u><a href="http://www.bbc.co.uk/news/av/uk-england-.../outdoor-children-s-nursery-opens-at-marsham">www.bbc.co.uk/news/av/uk-england-.../outdoor-children-s-nursery-opens-at-marsham</a></u>  | Opening            | 614,000                    |
| <b>The Express</b>                | <u><a href="http://www.express.co.uk/news/uk/868050/toy-free-nursery-children-taught-outside-named-britains-best">http://www.express.co.uk/news/uk/868050/toy-free-nursery-children-taught-outside-named-britains-best</a></u>   | Awards             | 390,000                    |
| <b>The Guardian</b>               | <u><a href="https://www.theguardian.com/commentisfree/2017/oct/23/muddy-kids-learn-best-outdoor-learning-children-mainstream">https://www.theguardian.com/commentisfree/2017/oct/23/muddy-kids-learn-best-outdoor-learning-children-mainstream</a></u>   | Opening            | 162,000                    |
| <b>This Morning TV</b>            | <u><a href="#">This Morning Program</a></u>  | Awards             | 3 million                  |
| <b>Nursery World</b>              | <u><a href="https://www.nurseryworld.co.uk/nursery-world/news/1162781/exclusive-level-3-apprenticeships-standard-ready-to-go-in-february?utm_content&amp;utm_campaign=13.11.17+NW+Update&amp;utm_source=Nursery+World&amp;utm_medium=adestra_email&amp;utm_term=http%3A%2F%2Fwww.nurseryworld.co.uk%2Fnursery-world%2Fnews%2F1162781%2Fexclusive-level-3-apprenticeships-standard-ready-to-go-in-february">https://www.nurseryworld.co.uk/nursery-world/news/1162781/exclusive-level-3-apprenticeships-standard-ready-to-go-in-february?utm_content&amp;utm_campaign=13.11.17+NW+Update&amp;utm_source=Nursery+World&amp;utm_medium=adestra_email&amp;utm_term=http%3A%2F%2Fwww.nurseryworld.co.uk%2Fnursery-world%2Fnews%2F1162781%2Fexclusive-level-3-apprenticeships-standard-ready-to-go-in-february</a></u> | Apprentice Program | 10,333<br>Per<br>fortnight |
| <b>The Telegraph</b>              | <u><a href="http://www.telegraph.co.uk/women/family/can-return-wet-play-stop-kids-obsession-screens/">http://www.telegraph.co.uk/women/family/can-return-wet-play-stop-kids-obsession-screens/</a></u>   | Outdoor learning   | 460,000                    |
| <b>CBS News</b>                   | ( to be aired January 2018)  |                    |                            |
| <b>Teach Early Years Magazine</b> | Article written by Dandelion - January 2018  |                    |                            |
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