

The image shows two realistic clay models of salmon, one in the foreground and one slightly behind it. They are resting on a stack of flat, circular clay discs, which is placed on a wooden pallet. A white, distressed-style stamp is overlaid on the lower-left portion of the image. The stamp contains the word 'SAVE' in large, bold, white letters, and below it, the words 'EDEN'S SALMON' in smaller, white, all-caps letters. The background is a plain, light-colored wall.

SAVE
EDEN'S SALMON

SAVING EDEN'S SALMON

The wild Atlantic salmon is an iconic 'keystone' species; a unique part of our natural heritage. However, it is under threat and urgent, on-the-ground action is required to save it.

Over several millennia, salmon have returned to the Eden to spawn, making a journey of some 3000 km to complete one of the world's greatest annual species migrations.

Today, we are facing a future where numbers of returning salmon are dwindling to the point where they could become extinct on the Eden during our children's lifetime.

The reasons for this are complex and not fully understood, but marine survival, habitat loss, and poor water quality are three of the major causal factors.

Whilst it is extremely difficult to affect positive change in vast marine environments, there is much we can do to improve the life chances for salmon when they return to the Eden.

We can improve habitats, remove barriers inhibiting migration, nurture spawning streams and target sources of pollution.

The campaign will launch at our 2016 Dinner and Auction, where donors and bidders directly support Eden Rivers Trust's high impact conservation, research and education projects that are urgently needed to improve the fortunes of this most magnificent of fish.

On its own, this auction will not be enough to save Eden's wild salmon. We will use the auction dinner as a focus to start an awareness-raising campaign to grow a movement of folk to back our call for widespread and co-ordinated recovery efforts to save our wild salmon and the catchment that supports them ... before it's too late!

Wild Atlantic salmon are truly unique and are of global ecological and cultural significance. We must not be the generation that allows the Atlantic salmon to be lost forever from the Eden. It doesn't have to be this way, but we must take action now.

Please support our campaign and fundraising to help us save one of the world's most magnificent and enigmatic of species from extinction, before it is confined to the pages of a picture book.

- Simon Johnson,
Eden Rivers Trust

SCULPTURE CAN HELP SAVE SALMON TOO ...

To launch the campaign to Save Eden's Salmon, we are tremendously excited to announce a very special collaboration.

We have commissioned one of the world's foremost figurative sculptors, David Williams-Ellis, to make a bronze of a huge, fly-caught salmon of record proportions that was caught on the Eden in 1888.

Preserved for posterity by a taxidermist, this salmon currently resides in the Natural History Museum's collection with a note of provenance from its captor.

The 5 ½ foot long sculpture (life-size and a third) will be of a pair salmon (male and female) based on the proportions of the 1888 fish.

The pair of fish symbolise the massive scale of wild salmon migration the Eden was once capable of, and the hope that we can return the Eden back to being one of the great European wild salmon rivers.







Available as a strictly limited edition of six bronzes, with an expected guide price of £70,000 each, these sculptures will make a stunning addition to your private or corporate collection, whilst significantly boosting the funding of our salmon conservation work. Private viewings of the sculpture can be arranged.

Please contact us to make an appointment.



A short film taking a behind-the-scenes look at the creation of the sculpture, plus further details about acquiring a bronze, will be available soon.

The sculpture will also form part of Eden Rivers Trust's wider engagement work to raise awareness of this amazing wild fish; the threats it is under, and what everyone can do to help save it.

DAVID WILLIAMS-ELLIS

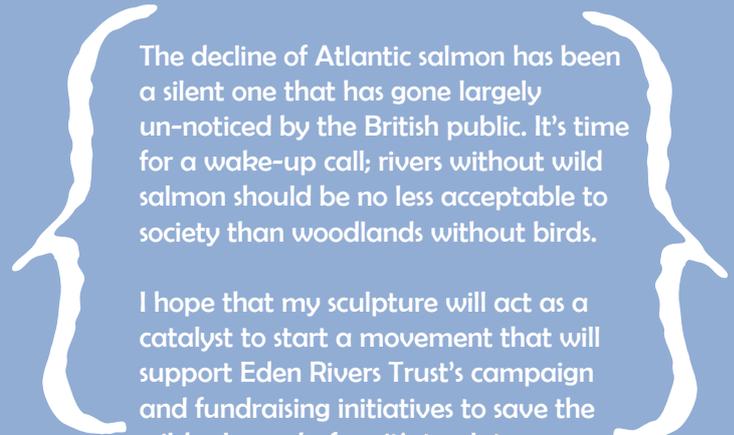
David Williams-Ellis is one of the world's leading figurative sculptors.

His prestigious commissions, both private and public, have brought him international acclaim. Best known for his representations of the human form, David works primarily in clay before casting in bronze, silver or glass.

Inspired by the romanticism of Rodin and Bourdelle, David's sculpture is noted for its classical balance and poise and above all for a sense of movement and vitality captured within the form.

It's the powerful energy of David's work that thrusts its way beyond the ornamental and gives it its definitive contemporary edge.

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The decline of Atlantic salmon has been a silent one that has gone largely un-noticed by the British public. It's time for a wake-up call; rivers without wild salmon should be no less acceptable to society than woodlands without birds.

I hope that my sculpture will act as a catalyst to start a movement that will support Eden Rivers Trust's campaign and fundraising initiatives to save the wild salmon, before it's too late.

- David Williams-Ellis





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