

## PRESS RELEASE

# Small Creative Business Positively Adapts to the 'New Normal'!



The Lakes

[www.makethelakes.co.uk](http://www.makethelakes.co.uk)

Creative Cumbrian Business MAKE! The Lakes has created its own 'new normal' during the COVID-19 pandemic, by adapting to the rules and regulations and altering its product.



*Kym teaching a Lampshade Workshop*

MAKE! The Lakes is a small creative business which brings creative projects to likeminded people in beautiful surroundings. The business was established in 2018 by Kym Armstrong and her main focus has been sewing and craft retreats and workshops until earlier this year when all events (like with so many others) had to be postponed or cancelled.

As some measures have been relaxed it may have been possible to re start workshops, however, Kym has taken the bold decision to alter her product for the time being as apposed to going ahead with her events.



*MAKE! The Lakes Cross Stitch workshop*

*"Bringing people together at the moment for a craft workshop or retreat may be possible, however I have decided to continue to postpone events. Keeping to social distancing rules and mask wearing would greatly reduce the enjoyment for guests. My priority is to provide a safe and relaxed atmosphere and at the moment I feel this is just not possible."*

Kym Armstrong



*New Crafting Packs*

To respond to the 'new normal' Kym has produced a range of Crafting Packs and Kits so customers can craft at home! These are available to purchase online and free (COVID safe) delivery is available to local customers. She has just announced a new product in preparation for the festive season. An Advent Calendar for Crafters!

*"It is something for crafters of all ages to get excited about!"*

Kym Armstrong



*The Advent Craft Box!*



*Kym at Muncaster Castle, where she lives and where events are held*

MAKE! The Lakes' new kits are an extremely exciting step for the business and something that Kym would perhaps not have developed should it not have been for COVID-19.

*"It has been such a terrible time for so many people, no doubt about that. I am just so grateful that I have been able to snatch a positive from a negative by taking my business to exciting new places"*

Kym Armstrong

Kym hopes to re-start her workshops and retreats once again when it is safe to do so. In the meantime, watch this space for even more exciting kits and products from MAKE! The Lakes!

**END**

## NOTES TO EDITORS:

1. MAKE! The Lakes is a creative business based in Ravenglass, Cumbria.
2. Kym Armstrong is the sole creator and runs the business from her home at Muncaster Castle where she is also the Assistant Curator. She has a background in sewing and performing arts and happy to chat about her journey to where she is today. She has recently been featured in the book titled #shecan365.
3. More information about MAKE! The Lakes can be found at [www.makethelakes.co.uk](http://www.makethelakes.co.uk)
4. The Packs and Kits mentioned in this Press Release are available from [www.makethelakes.co.uk/shop](http://www.makethelakes.co.uk/shop).
5. The Advent Calendar for crafters is called The Advent Craft Box. It contains 5 festive projects to make step by step, day by day to count down the days until Christmas. It is available to pre order now from [www.makethelakes.co.uk](http://www.makethelakes.co.uk).
6. All MAKE! The Lakes' events take place in beautiful surroundings and give guests an opportunity to escape from everyday life and immerse themselves in creative projects.
7. Workshops mainly take place in Cumbria and are taught by Kym and other guest teachers. Workshops come in many varieties from Dressmaking to Lampshade making.
8. Retreats take place at Muncaster Castle (and other grand venues in Cumbria) and tuition is by special guest and sometimes celebrity tutors.
9. High resolution images and more information available on request from [makethelakes@gmail.com](mailto:makethelakes@gmail.com)