



news release

NORWICH LANES SUMMER FAYRE ANNOUNCED AND SUPPORT NEEDED

The popular Norwich Lanes Summer Fayre will return this year on Sunday 10th July 2011. This free family event attracted huge crowds last year and celebrates the uniqueness of the Norwich Lanes and includes a chance to sample its shopping diversity and arts culture. The event will take place from 11am until 6pm and include stalls selling vintage clothes, handmade crafts and foods along the length of St. Benedict's Street as well as a varied programme of music and entertainment: including a climbing wall, mini vintage fair, Book Hive storey time, Poetry reading and music performances throughout the day.

Norwich Lanes is now looking for entertainers to add the performance schedule on the day. Acts desired include jugglers, clowns and stilt walkers but other entertainers would be considered. As a community event put on with very limited funding, acts are asked to donate their time in return for a performance opportunity in front of thousands of spectators. Anyone wishing to offer help, as an entertainer/performer or steward can register their interest by contacting event organiser Lauren Gregory on 07891 570574 or lauren@lullabyinc.com.

Norwich Lanes is also looking for unique stall holders to take part in the event. If you would like to have a stall at the event, please contact either Ella at Franks Bar, Tel: 01603 618902 or Sarah at The Wedding Party, 24 St Benedicts Street Tel: 01603 611177.

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Notes to Editors

About Norwich Lanes

Norwich Lanes Traders Association was set up in 2006 to represent the interests of the range of independent businesses trading within the historic quarter of Norwich City centre.

The organisation primarily works to raise awareness of Norwich Lanes as a number one destination for shoppers, tourists, and socialising and targets people from within as well as outside of Norfolk.

Independent shopping has grown in popularity as people search for an alternative to generic shopping malls and national chains. Today, the businesses within Norwich Lanes offer one of the UK's best

selections of unique and independent shops, mingling between an extensive collection of restaurants, cafes and bars.

Norwich Lanes is also home to a wealth of heritage sites and beautiful architecture as well as theatres and museums. Throughout the year, many events are held within Norwich Lanes including music festivals, photographic and craft exhibitions, fashion shows, and the famous Norwich Beer Festival.

Norwich Lanes Traders Association also works to provide a forum for debate between the businesses in the area about the future of Norwich Lanes and works closely with Visit Norwich and Norwich City Council regarding tourism and renovations to the area.

For further media information please contact Shona Richards at VisitNorwich on 01603 727946 or comms@norwichlanes.co.uk