



news release

NORWICH LANES AND ST BENEDICT'S STREET JOIN FORCES FOR BUMPER FAMILY SUMMER EVENT

Norwich Lanes and St Benedict's Street Association have teamed up to put on their best ever free Summer celebration, on Sunday 8th June 2008.

The annual St Benedict's Street Fair has been growing in popularity every year. Supported by a Norwich City Council grant, the whole street is pedestrianised for the day and a variety of entertainment, stalls, and food offerings are put in place.

Norwich Lanes will be running its first ever Summer Event on the same day to help create a wonderful carnival atmosphere throughout the Norwich Lanes area.

Norwich Lanes activities will focus on St Gregory's Green, the hub of Norwich Lanes, and include: a special 'Claim to Fame' busking area with performers programmed in all day; balloon giveaways; and a food stall run by Norwich Lanes restaurant, Steers American Diner.

The 'Claim to Fame' busking areas will also be set up in other parts of the Norwich Lanes. Performers lined up range in age from 14 to over 60 years old and include banjo and fiddle acts, acoustic songwriters and a trio ukulele band.

There is a huge variety of activities lined up for the St Benedict's Street fair including Ceroc dancers, live music at The Arts Centre, magic, a puppet show, and Tango and Salsa dance demonstrations and lessons.

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Clive Rowe is Chairman of Norwich Lanes and co-owner of Walkers of Pottergate.

"We wanted to organise a family day of fun within Norwich Lanes to celebrate the area and encourage people to come and spend time looking around and enjoying themselves. It made perfect sense to partner with the ever-popular St Benedict's Street fair and we're really excited about the day; fingers crossed for sunshine!", said Clive Rowe.

On 8th June, many businesses based in Norwich Lanes will be open and creating special offers and give-aways on the day.

St Gregory's Church, the arts and community centre based in Norwich Lanes, will also be holding its annual fete on the same weekend, from Friday 6th to Sunday 8th June, including live performances, food offerings, and a range of stalls.

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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, an ice sculpture trail, 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 of the area.

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REPP022/NL290508