



CHILDREN'S FESTIVAL RE-LAUNCHES FOR 2011

Organisers of the Bridgnorth Children's Festival have announced plans to re-launch in 2011 following last year's break.

The team undertook an extensive re-evaluation of the way the Festival has been operating and decided that in 2010 they would not hold what has become the largest free-entry family-based event in the West Midlands.

In 2011 the Children's Festival team will be linking up with the Bridgnorth Music & Arts Festival and the Bridgnorth Food Fair and will be holding a one-day event on Sunday 28th August (August Bank Holiday Sunday) in Bridgnorth High Street and surrounding area.

Stephen Derges, Children's Festival Chairman, commented,

"The Children's Festival has been a great success since we launched in 2006. From a standing start the 2-day event at Oldbury Well School developed to such an extent that we had over 5,000 visitors in 2009 and we're extremely grateful for those people and organisations that helped it become so popular.

However the cost of putting on the Festival (over £23,000 in 2009) was unsustainable especially in the current economic climate so we've been looking at ways in which we can provide a brilliant day out for families without it costing so much to organise.

We've always had good relationships with the Music & Arts Festival Team and there are obvious economies of scale and ways in which we can work further together. In the past we've shared some advertising but we believe we can now, with the Food Fair as well, put Bridgnorth on the map as a great place to come over the August Bank Holiday period."

This year the Children's Festival will run alongside the Music & Arts Festival and Food Fair as Bridgnorth's High Street is closed on the August Bank Holiday Sunday.

Although the programme is still being developed, as usual there will be **arts, entertainment, sporting, fun and community zones** together with a secure area for **Under-5's**.

Mark Gibbons, Festival Activities Director, explains,

"This year the Activity Zones will be in different places – we're looking at a range of venues including church buildings and other locations. They will be linked by an Activities Trail which children and their families can follow. At each Zone their Trail Card will be stamped so they can receive a prize for completing the Trail.

.... making more memories

As usual there will be something for everyone at the Children's Festival to enjoy. Creative Arts; Workshops; Storytellers; Magicians; Circus Skill artistes plus a host of activities for the more energetic including bouncy castles and large inflatables will all be available.

And of course we'll continue to make sure it will all be at the lowest cost possible."

The Festival organisers are also looking for volunteers to help them with the event activities so anyone wishing to help can contact **Karen Gibbons** on **01746 764151** for more information.

Comments Stephen Derges,

"Because we're just getting started again we're encouraging people to log on to our website www.childrens-festival.co.uk to keep up to date with our plans. More information will be released as soon as we're able to firm up plans."

[ENDS]

Notes for Editors

The Children's Festival will take place on **Sunday 28th August 2011** (the Bank Holiday Sunday) in the Bridgnorth High Street and surrounding areas.

The Festival is a non-profit making charitable company.

The Festival website is www.childrens-festival.co.uk. Photos from the website may be used by the media on condition that they accompany Festival reports.

Individuals working directly with young people will comply with CRB checking processes.

Who to contact:

Contact	Position	Telephone	Email
Stephen Derges	Festival Chairman & Media contact	07929 835796	stephen.derges@childrens-festival.co.uk
Mark Gibbons	Festival Activities Director	01746 764151	mark.gibbons@childrens-festival.co.uk
Karen Gibbons	Volunteers & Secretariat	01746 764151	karen.gibbons@childrens-festival.co.uk

... making more memories