

The image shows a blue banner at the top left with the text 'Hadrian's Wall Heritage Ltd' in white. Below the banner is a photograph of Hadrian's Wall, a stone wall built by the Romans, stretching across a green landscape under a clear sky.

Hadrian's Wall  
Heritage Ltd

## PRESS RELEASE

### **GET READY, SET, GLOW FOR CARLISLE'S NIGHT OF LIGHTS AS PART OF ILLUMINATING HADRIAN'S WALL**

Carlisle is set to shine during a magical free Lakes Alive event including a torchlight procession designed to celebrate the once in a lifetime illumination of Hadrian's Wall on Saturday 13 March 2010.

Hundreds of people are being invited to arm themselves with flaming torches and march through the streets of the Border City for the Welcoming the Light event.

Street entertainers and musicians will accompany the fiery parade which will culminate at Bitts Park with an exciting finale.

Welcoming the Light is being held as part of Illuminating Hadrian's Wall - one of the most spectacular events planned in the UK this year. Led by Hadrian's Wall Heritage Ltd it will see a total of 500 points of light stretch from one side of Britain to the other.

It's the first time that the full length of Hadrian's Wall from Wallsend in the North East to Bowness-on-Solway in the North West has been illuminated in more than 1,600 years.

Julie Tait, director of Kendal Arts International which is organising the event in Carlisle, as a prelude to the full 2010 Lakes Alive season says: "Carlisle will greet the line of light as it reaches the city with a huge celebration of lights and entertainment. It's going to be

a momentous occasion and we really want as many people as possible to take part by joining the procession and helping to light up this historic city.”

Music and street performers will launch the event at 5.30pm in the square outside Carlisle’s Tourist Information Centre (TIC) on English Street. The torchlight procession will then wind through the city streets before reaching Bitts Park.

The parade will be led by the incredible heliosphere balloon that will float through the night sky with a performer suspended beneath it performing aerial acrobatics. As the balloon spirals and spins in the night sky it will create an amazing effect.

Stirring brass music will be provided by street band collective Tongues of Fire. Drawing on the sounds of village, street, circus and gypsy bands, Tongues of Fire create wildly energetic music with their riotous mix of reed, brass and percussion instruments.

Pandemonium will perform as part of the procession with musical machines, magic lanterns and fiery wheels along with Cumbrian carnival band The Barracudas.

The theme of the parade is ‘Glow’ so visitors are being encouraged to dress up in light fantastic outfits. A free drop-in workshop run by costume students from University of Cumbria will be held on the day of the event from 10am-4pm outside Carlisle’s Tourist Information Centre (TIC) on English Street, for those needing assistance or inspiration for their costumes.

The Welcoming of Light event will culminate when the line of light running along Hadrian’s Wall reaches Carlisle, followed by an exciting fireworks finale.

Welcoming the Light is being organised by Lakes Alive, in association with Carlisle Renaissance and Carlisle Tourism Partnership.

Marie Whitehead, Director of Carlisle Tourism Partnership, said: "We are creating a city-centre event that everyone can take part in, which will help build momentum towards the light finally arriving in Carlisle as part of the Illuminating Hadrian’s Wall spectacle. With the support of Lakes Alive, we’ll be laying on a range of

additional entertainment like music, dance, performance, food and fireworks to give people another reason to experience this once-in-a-lifetime occasion, as well as them taking part by carrying a torch as part of the procession.

"It is also about demonstrating the great events programme Carlisle has coming up throughout 2010, because this event will be the first of many. We believe it will benefit residents, business, tourism and the profile of the city as place to visit and enjoy."

*Lakes Alive*, one of three annual programmes commissioned for WE PLAY, the Northwest cultural legacy programme for the 2012 Olympic Games and Paralympic Games. WE PLAY is funded by Legacy Trust UK, an independent charity set up to help build a lasting cultural and sporting legacy from the 2012 Olympic Games. The project is led by the Arts Council England Northwest on behalf of a new regional partnership. Lakes Alive is sponsored by the Northwest Regional Development Agency (NWDA) and has also received funding from Arts Council England and the Northern Rock Foundation.

illuminating Hadrian's Wall is an ambitious project led by Hadrian's Wall Heritage Ltd which forms part of the world-class programme of festivals and events developed by culture<sup>10</sup> in the North East of England and the Lakes Alive programme in Cumbria presented by Kendal Arts International and Manchester International Arts. Illuminating Hadrian's Wall is also a flagship event of British Tourism Week 2010.

The first of the lights will be illuminated at Segedunum Roman Fort at Wallsend in the North East of England where there will also be a major free event. Each of the other lights will then be lit in sequence with the help of 500 volunteer Illuminators, with the line of light reaching Bowness-on-Solway on the Cumbrian coast about an hour later.

A very limited number of tickets will also be made available for the stewarded viewing points along the route and must be pre-booked via [www.illuminatinghadrianswall.com](http://www.illuminatinghadrianswall.com). Please note these countryside viewing points will offer limited opportunities in comparison to the two main events.

Linda Tuttiett from Hadrian's Wall Heritage Ltd says: "Illuminating Hadrian's Wall will be one of the most spectacular events in Britain this year. Thousands of people will be able to see the line of light and enjoy the two big events at Carlisle and Segedunum. We will also be giving 500 people the chance to take part in creating the line of light as volunteer Illuminators and there will be a limited number of places at viewing points along the central section of the Wall."

For more information on Illuminating Hadrian's Wall please visit: [www.illuminatinghadrianswall.com](http://www.illuminatinghadrianswall.com). You can receive updates about the event by becoming a fan of Illuminating Hadrian's Wall on Facebook or by following @EmperorHadrian on Twitter.

For more information on Lakes Alive visit: [www.lakesalive.org](http://www.lakesalive.org)

## **Ends**

**MEDIA CONTACTS:** Paul Gardner or Jon Perkins on 01524-782086 or 07766-906561, [Paul@ospreycommunications.co.uk](mailto:Paul@ospreycommunications.co.uk)

## **Notes to Editors**

1. *Lakes Alive* is a major programme created and directed by Kendal Arts International with Manchester International Arts.
2. It is one of the three Annual Legacy Programmes commissioned by Legacy Trust UK for WE PLAY, the Northwest cultural legacy programme for the 2012 Olympic Games and Paralympic Games. It will represent a diverse range of projects and events, across culture, education and sport, appealing to people from all walks of life.

The term WE PLAY implies community, competition, participation, creativity, debate, connections and involvement. WE PLAY is led by a new regional partnership group commissioned by the Legacy Trust UK and led by the Arts Council Northwest.

3. Lakes Alive is sponsored by the Northwest Regional Development Agency. The Northwest Regional Development Agency (NWDA) leads the economic development and regeneration of England's Northwest and is responsible for:
  - Supporting business growth and encouraging investment
  - Matching skills provision to employer needs
  - Creating the conditions for economic growth
  - Connecting the region through effective transport and communication infrastructure
  - Promoting the region's outstanding quality of life
4. *Lakes Alive* has also received funding from Arts Council England and the Northern Rock Foundation.
5. KAI has worked in partnership with every local authority in Cumbria, the Lake District National Park Authority, Cumbria Tourism, the University of Cumbria and key arts organisations to deliver the programme.
6. Legacy Trust UK is an independent charity whose mission is to support a wide range of innovative cultural and sporting activities which celebrate the London 2012 Olympic and Paralympic Games and which will leave a lasting legacy in communities
7. Illuminating Hadrian's Wall forms part of North East England's world-class programme of festivals and events, managed by culture<sup>10</sup>. culture<sup>10</sup> is an annual curated programme of exceptional cultural events and festivals across NewcastleGateshead and North East England. Established in 2004, it is managed by the culture<sup>10</sup> team, funded by Newcastle City Council, Gateshead Council, One North East, Northern Rock Foundation and Arts Council England, North East, working in partnership with NewcastleGateshead Initiative. The Landscape and Heritage theme for 2009/10's programme is inspired by major regional events including the opening of Great North Museum and Hadrian's Wall celebrations. Curated by culture<sup>10</sup>, the programme supports a range of projects which raise the profile of North East England's natural and built assets, exploring the effect of landscape and heritage on the development of the region as well as the impact of people today on our landscape and heritage. For further details see [www.NewcastleGateshead.com](http://www.NewcastleGateshead.com)
8. The event is partnered by Lakes Alive.
9. *Illuminating Hadrian's Wall* is also a flagship event of British Tourism Week 2010.

- British Tourism Week (15-21 March 2010) aims to demonstrate the critical value of tourism to the economy of the United Kingdom. [www.britishtourismweek.com](http://www.britishtourismweek.com)
  - Through a week of events throughout the UK it will:
    - Increase awareness of the success and importance of the tourism industry. Britain's fifth biggest industry, worth £114billion pa and which employs 2.65million people.
    - Raise quality standards.
    - Promote training and professionalism.
    - Improve the international competitiveness of the UK tourism industry.
    - Support the preparations for hosting the London 2012 Olympic and Paralympic Games.
  - British Tourism Week culminates with the Best of Britain and Ireland travel trade forum and consumer show at London's Olympia from 17-20 March. [www.britainandirelandevent.co.uk](http://www.britainandirelandevent.co.uk)
  - His Royal Highness the Prince of Wales is the Patron of British Tourism Week.
  - British Tourism Week is organised by VisitBritain with the support of The Tourism Society, and representation from the following organisations on the Executive Council: The Tourism Alliance; Wales Tourism Alliance; Scottish Tourism Forum; VisitEngland; VisitScotland; Visit Wales; Visit London; the English Regions; British Hospitality Association; ABTA the Travel Association; UKinbound; Local Government Association; Association of Leading Visitor Attractions; Travelodge; Hoseasons; Holiday Cottages Group; British Beer & Pub Association; Coach Tourism Council; Group Travel Organisers Association; Virgin Trains; and Best of Britain & Ireland Events.
10. Hadrian's Wall Heritage Ltd was set up in May 2006 in partnership with One NorthEast (One), the Northwest Regional Development Agency (NWDA), Natural England and English Heritage.
11. Hadrian's Wall Heritage works in partnership with a number of organisations. It brings together business and conservation, visitors and local communities in a uniquely focused way, with the overall aim of:
- Creating jobs and enhancing the local economy
  - Attracting more visitors who will stay longer and spend more in the area
  - Creating a vibrant and sustainable visitor economy

- Finding better ways to interpret and protect an internationally recognised monument
- Making Hadrian's Wall a truly world-class destination