



Hadrian's Wall
Heritage Ltd

PRESS RELEASE

NORTH EAST IGNITION FOR 'ILLUMINATING HADRIAN'S WALL' LAUNCH EVENT

Thousands of people are expected to turn out to an exciting free event at Segedunum Roman Fort at Wallsend on Saturday 13 March, to celebrate the start of Illuminating Hadrian's Wall.

Led by Hadrian's Wall Heritage Ltd, Illuminating Hadrian's Wall promises to be one of the most ambitious events planned in the UK this year, and the first time that the full length of Hadrian's Wall has been illuminated in more than 1,600 years.

At 5.15pm, a stunning theatrical performance by Berlin based Theater Anu will help to launch the Line of Light.

Theater Anu took part in the celebrations for the twentieth anniversary of the fall of the Berlin Wall last autumn. In their performance at Segedunum, angels will appear around the ruins of the fort as the skies grow dark.

The first light will then be illuminated at Segedunum at 5.45pm as the line of light continues its epic journey westwards.

The line of approximately 500 lights will be placed at intervals of roughly 250 metres and stretch from Wallsend to Bowness-on-Solway on the Cumbrian coast during the following hour.

Linda Tuttiett, the Chief Executive of Hadrian's Wall Heritage Ltd, says:

“Segedunum will provide a great venue for people to enjoy this amazing event. As well as the chance to see the first points of light illuminated, the audience will be able watch an unusual piece of street theatre and fireworks will help to bring the show to a colourful close.

“This iconic celebration is something we think people will remember for a very long time.”

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 the culture¹⁰ team based at NewcastleGateshead Initiative and the Lakes Alive programme in Carlisle presented by Kendal Arts International and Manchester International Arts. Illuminating Hadrian's Wall is also a flagship event of British Tourism Week 2010.

Carol Bell, Head of Culture and Major Events for culture¹⁰ at NewcastleGateshead Initiative says:

“Illuminating Hadrian's Wall is the climax to our Landscape & Heritage programme, which began in 2009 with 'The Living Frontier', which saw the regarrisoning of Hadrian's Wall by 500 re-enactors for the first time in 1600 years.

“Illuminating Hadrian's Wall helps us to encompass this year of celebrating our iconic landscape and we are delighted to welcome the public to the Ignition event at Segedunum, which will signal the beginning of the Line of Light. This ambitious project promises to leave a lasting legacy for the region through its engagement with people along the wall, as well as visitors.”

Geoff Woodward, Manager of North Tyneside Museums says:

"Segedunum Roman Fort is the gateway to Hadrian's Wall in the North East and the perfect place for people to witness the start of this once-in-a-lifetime event.

"A spectacular theatrical performance and the illumination of this World Heritage Site mean that it will be a very special evening, and we hope that as many people as possible will join us."

There will be no car parking available at Segedunum Roman Fort on the evening, but Segedunum is only a three minute walk away from Wallsend Metro and Bus Station. From Newcastle, visitors should take the Metro from Monument or St James to Wallsend.

More information on public transport is available by calling the Nexus travel line on 0871 200 2233 or visit www.traveline.org.uk

Carlisle in Cumbria will host a Welcoming the Light ceremony complete with a fancy dress torchlight parade through the city, street entertainers and music. The procession will be led by the incredible Heliosphere balloon, by the Dream Engine, which will float through the night sky with an acrobat suspended beneath it.

Under the darkening night sky, the event will reach a climax at around 6.30pm when the line of light running along Hadrian's Wall reaches Carlisle.

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

Hadrian's Wall formed the Roman frontier across the north of England for almost 300 years. It was built in AD122 by the Roman army on the orders of the Emperor Hadrian. In 1987 it was added to the list of UNESCO World Heritage Sites, and in 2005 became

part of the Frontiers of the Roman Empire World Heritage Site. Today it attracts visitors from all over the world.

The Hadrian's Wall National Path closely follows the original line of Hadrian's Wall. It includes a variety of landscapes such as the vibrant cities of Newcastle upon Tyne and Carlisle, and runs through some of the most beautiful parts of the country, from rolling fields to rugged moorland. Some of the highlights are a riverside route in Tyneside, beautiful countryside in Northumberland National Park, the richer pastures of Cumbria and finally the open salt marsh of the Solway Estuary.

British Tourism Week 2010 takes place from 15th-21st March and will include a programme of events around the country.

For more information on Segedunum Roman Fort, visit www.twmuseums.org.uk

For more information about the event, visit 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 about Hadrian's Wall Country visit www.hadrians-wall.org.

Ends

Images of Theater Anu's work (please credit Theater Anu) and Segedunum (please credit Tyne & Wear Museums) are attached. Additional images are available by calling 01524-782086.

MEDIA CONTACTS: Jon Perkins or Paul Gardner or on 01524-782086, Jon@ospreycommunications.co.uk

Notes to Editors

1. 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.

2. 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

3. Illuminating Hadrian's Wall forms part of North East England's world-class programme of festivals and events, managed by culture¹⁰. culture¹⁰ 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 culture¹⁰ 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 culture¹⁰, 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

5. *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
- 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
 - 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.