



Hadrian's Wall  
Heritage Ltd

## PRESS RELEASE

### **Britain's longest historic monument set to be illuminated by hundreds of lights**

Hadrian's Wall will take centre stage later this week when it is illuminated by a line of lights stretching from coast to coast, with the help of more than a thousand volunteers.

Illuminating Hadrian's Wall on Saturday 13<sup>th</sup> March is set to be one of the most spectacular events of the year, bringing to life Britain's longest, and greatest, historic monument.

There will be 500 individual points of light, at roughly 250 metre intervals, along the route of the 84-mile Hadrian's Wall Path National Trail.

Linda Tuttielt, the Chief Executive of Hadrian's Wall Heritage Ltd, which has led this ambitious project, says: "After many months of planning we're just days away from seeing this stunning World Heritage Site illuminated by hundreds of lights. We've been delighted by how much enthusiasm this event has generated, with people coming from across the UK and overseas to take part as Illuminators or just to watch the spectacle from one of the events."

The people who volunteered to be Illuminators gave a wide range of reasons for wanting to take part including wanting to celebrate 'an iconic landmark' and their love for 'one of

the greatest structures ever built'. Some of the Illuminators are marking key moments in their own lives such as birthdays and anniversaries.

The Illuminators include hundreds of people from the communities around Hadrian's Wall as well as enthusiasts from all across the country, including places like London, Edinburgh, Birmingham and Manchester, and even a number of people from overseas.

The Illuminators will meet at muster points across Hadrian's Wall Country where they will be given some training, including health and safety advice. They will then be taken to the section where they will be responsible for lighting one of the gas beacons or a flare, which will be located at roughly 250 metre intervals along the Hadrian's Wall Path.

They will be supervised by the team that are producing the project as well as the Hadrian's Wall Heritage Ltd volunteers who help out along the route of the National Trail and volunteers from the Northumberland National Park Authority.

The Illuminators will be provided with food and refreshments including a bar of Fair Trade Chocolate provided by Cadbury's.

Carol Bell, Head of Culture and Major Events for culture<sup>10</sup> at NewcastleGateshead Initiative, said: "The development of this project has been an incredible journey that could not have been possible without the extraordinary commitment of so many partners. It is a fitting tribute to our unique landscape, and a celebration of its history."

The Ignition event for Illuminating Hadrian's Wall will start at Segedunum Roman Fort at Wallsend in the North East of England at 5.15pm with a performance by Berlin based Theatre Anu. Angels will appear around the ruins of the fort to tell the story of 'The Winged Boy' as the skies begin to dim. The first of the lights will be illuminated half an hour later.

The line of light will then begin its journey westwards. Along the way it will pass through the vibrant cities of Newcastle and Carlisle, and some of England's most beautiful countryside, from rolling fields to rugged moorland.

In Carlisle thousands of people are expected to take part in a torchlight procession, leaving the city centre at about 6pm to meet the line of light as it passes through Bitts Park. The event will include street entertainers, music and the beautiful Heliosphere balloon with an acrobat suspended beneath it.

The final gas beacon is expected to be lit at Bowness-on-Solway on the Cumbrian coast at about 6.50pm and the full line of light will remain illuminated until about 7.15pm.

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 culture<sup>10</sup> 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.

To get more information about the event visit [www.illuminatinghadrianswall.com](http://www.illuminatinghadrianswall.com). You can also 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](http://www.hadrians-wall.org).

## **Ends**

Images of a rehearsal for Illuminating Hadrian's Wall and pictures of different locations along the Wall are available.

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## **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. 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

2. 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)

3. The event is partnered by Lakes Alive, one of three annual programmes commissioned for WE PLAY, the North West 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. The event in Carlisle as part of *Illuminating Hadrian's Wall* is also supported by Carlisle Renaissance, Carlisle Tourism Partnership and Carlisle City Council.

4. *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.
5. Calor is the official LPG supplier for the Hadrian's Wall event, and is supplying just under half of the 515 torches used to light the wall, along with 500 gas cylinders. Drawing on its 75 year history of innovation Calor and manufacturer Bullfinch worked together to create bespoke torches which could produce a safe, controllable and sizeable flame.

Calor has a proud heritage of supplying energy to rural areas well beyond the reach of the gas mains, it is the LPG supplier of choice to communities living and working 'off the grid', which means that tens of thousands of homes and businesses can utilise modern, environmentally sensitive applications wherever they choose to live.