



Voluntary blackout to help illuminate Hadrian's Wall

People and businesses along the 84-mile Hadrian's Wall Path National Trail are being urged to take part in a unique voluntary blackout for one hour on Saturday evening (13th March) during the Illuminating Hadrian's Wall event.

Organisers of the event, which will see 1,000 volunteers lighting about 500 beacons and flares from coast to coast, are hoping that as many people as possible will switch off some or all of their own lights to help show the line of light along Hadrian's wall to its full effect.

Illuminating Hadrian's Wall promises to be one of the most inspiring events of 2010, putting Britain's longest, and greatest, historic monument into the national and international spotlight.

Linda Tuttiett, the Chief Executive of Hadrian's Wall Heritage Ltd, which has led this ambitious project, says: "Many parts of the Hadrian's Wall Path are in rural areas where there are very few lights. However, the route passes through Newcastle and Carlisle as well as running near many other homes and buildings. We think it would be great if local people and businesses could take part by switching some or all of their lights off, as long as it's safe to do so. That way everyone will be able to enjoy the line of lights at its very best."

Anyone who would like to take part in the voluntary blackout should switch their lights out for an hour from about 5.45pm around Newcastle, about 6.15pm between Hexham and Brampton and 6.30pm in Carlisle.

Hadrian's Wall Heritage Ltd will be calculating the carbon cost of the event and offsetting the carbon emissions through a programme of tree planting. However, a voluntary blackout will also make an additional contribution towards offsetting the carbon costs.

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

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 then be illuminated at about 5.45pm.

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 lit at Bowness-on-Solway on the Cumbrian coast at about 6.50pm and the full line of light will remain illuminated until about 7pm.

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 Cumbria 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. 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.

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. Please note: Castle Way in Carlisle will be closed to vehicles from 6.10pm for up to thirty minutes. This will affect access to Devonshire Walk Car Park.
2. 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 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

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
- 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.