



**For Immediate Release**

## **Keswick Christmas Lights Event**

**Keswick**

**Friday 18 November 2011**

The countdown to Christmas begins in Keswick this year on 18 November, with a host of festive events taking place in the town as part of the Christmas lights switch on. The event also coincides with the annual Children In Need appeal, and there will be fundraising activities taking place throughout the day.

The programme starts with the **Food Fayre**, which begins at 1pm and goes on until 8pm, in the Market Square. Produce on offer will include mulled wine and mince pies, preserves, chocolates, meats, cheese, cakes and soups. There will also be a hogroast. The Fayre will consist of around 30 stalls in total, with an emphasis on high quality local produce set in a truly festive atmosphere.

At 6.30pm, the switch on of the first **Lake District Tree of Light** will take place at the junction of Station Street and Penrith Road, behind the Cenotaph. Organised by Keswick Rotary Club, the Tree of Light will be illuminated over the festive period with over 5,000 white lights. The lights will each symbolize the memory of a loved one or special occasion, and the money raised will be distributed between charities including Help For Heroes. The tree will remain illuminated

until 6<sup>th</sup> January 2012. To donate, visit: [www.LakeDistrictTreeofLight.org.uk](http://www.LakeDistrictTreeofLight.org.uk) . Leaflets and donation forms are also available on the Rotary stand in Booths Supermarket.

Following the lighting of the Lake District Tree of Light, a **procession of local schoolchildren** will proceed with the Moot Hall in the Market Place. A group of the children will be drumming a piece of music written especially for the occasion by Russell Burbrush of New Arts North, and they will be accompanied by other children waving white glow sticks to symbolise the Tree of Light.

From 6:45pm until 7pm, **Keswick Community Choir** will be entertaining the crowds during the build up to the evening's finale – the switch on of Keswick's Christmas lights.

**The lights switch on will take place at 7pm in the Market Square**, and the official switch on will be made by the Mayor of Keswick, along with Children In Need mascot Pudsey Bear, and the winner of a painting competition organised by Keswick Pencil Museum.

To support festive trade in Keswick, car parking in much of the town will be free, courtesy of Allerdale Borough Council on the following dates: Friday 18 November, Sunday 4 December, Saturday 17 December, Friday 24 December. This excludes Booths, The Rawsley Centre and Rugby Club car parks.

~Ends~

**For more information or visuals contact Linda Furniss, Tourism Officer, on  
017687 75738 / [tourism@keswick.org](mailto:tourism@keswick.org)**

**Notes to Editors:**

- **Photo Opportunity:** A general photo shoot with the Mayor of Keswick and Pudsey Bear will take place under the illuminated Christmas Tree from 7:10pm – 7:20pm.

