



**For Immediate Release**

## **See Keswick Christmas Lights Switch-on LIVE Online at Keswick.org!**

Keswick Tourism Association is arranging for the switch-on of Keswick's Christmas Lights on 18<sup>th</sup> November to be STREAMED LIVE via [keswick.org](http://keswick.org).

A publicity campaign surrounding the live switch on has been worked on which will attract viewers in their thousands – all of our visitors who love Keswick but cannot be here on the night.

A webcam has been positioned on the lights courtesy of Friars of Keswick and will capture the main part of Keswick as it is lit up. Keswick's lights are particularly beautiful and suited to Keswick, the true Lakeland mountain destination that our visitors are attracted to. It is anticipated that [keswick.org](http://keswick.org) will attract many visits as the live-switch on is viewed online.

The Christmas Lights switch-on and festivities has been building into a major event since Prince Charles and Julia Bradbury did the honours in 2009 – KTA members now need to capitalize on all the opportunities available during this challenging trading period.

During the afternoon, KTA have also arranged for Lakeland Radio to broadcast links live to their studio. They will capture the atmosphere and sounds of our festivities as they unfold. If your business is in Keswick, make sure you get down to speak to the presenters – it's a great opportunity to have your business promoted on air FREE!

Linda Furniss, Tourism Officer, said ' It's a great occasion and KTA has worked tirelessly to make the most of this event to attract both existing and new visitors to share in our celebration.'

Don't forget to come down to the Market Square – the Food Fayre will be starting from 1pm with fabulous local produce; hand-made crafts and a hog-roast. The Lake District Tree of Light will be lit for the very first time at 6.30pm and the choir will be entertaining the crowd until the main switch on. There will be lots of entertainment for us all.

~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 of the broadcast of Lakeland Radio will be available from their spot beside the Moot Hall from 15.30-19.00.