

Press information

Tourism week launch for festival

Organisers of a Shropshire walking festival have unveiled this year's itinerary as part of British Tourism Week.

The Ironbridge Walking Festival will take place from May 1 to 9, and the organising committee revealed details of the programme at The Greenwood Centre in Coalbrookdale.

They were joined by Telford MP, David Wright, who was invited by Ironbridge & Telford Tourism to visit the centre and see how this year's plans are progressing.

"I'm very pleased to see that arrangements for this year's walking festival are in full swing, and to find out more about such an interesting event, particularly in the week that promotes British Tourism at its best," said Mr Wright.

"The Greenwood Centre is a fine example of the high standard of tourism facilities we have in Telford, and Ironbridge & Telford Tourism should be congratulated for flying the flag for the area at every opportunity."

The festival – which is funded by many local organisations including NHS Telford & Wrekin Community Health Services – will include a 12-mile walk along the South Telford Heritage Trail; a Wild Garlic Walk and visit to Coalbrookdale Arboretum; a circular tour of "The Jitties"; and a guided tour of The Gorge's Transport History along the waterways, roads and railways between Coalbrookdale and Coalport.

As part of British Tourism Week, the team from Ironbridge & Telford Tourism – formerly known as Telford & Shropshire Marketing Partnership – have also been promoting the area at the Best of Britain & Ireland exhibition in London.

Leisure Tourism Manager, Rebecca Gutierrez, said: "We were delighted to welcome Mr Wright to the Greenwood Centre, and to give him an opportunity to find out more about the walking festival.

"It's an event which encourages local people and tourists alike to explore local history, heritage and wildlife, and to enjoy some exercise in the fresh air at the same time.

"It's particularly fitting that the organisers have unveiled their plans during such an important week for the tourism industry, and we hope as many people as possible will come along to the festival to experience it for themselves.

"This is the fourth annual British Tourism Week, and the event aims to raise awareness of the size, value and importance of Britain's £114 billion visitor economy."

To find out more about the festival, visit www.greenwoodcentre.org.uk or for more information about tourism in the area, visit www.visitironbridge.co.uk

Pic: *At The Greenwood Centre are, from left, Rob Wallace, Rebecca Gutierrez (Ironbridge & Telford Tourism), Polly Cherry (Cherry's Café), and Jenny Stretton (Health Promotion Officer), with David Wright MP (front).*

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