

British Tourism Week was launched last Saturday the 12th of March with

'The Brighton Pier Congathon'

2,472 People registered at the event pluss another 300 joined in to Conga around Brighton Pier!



Brighton Pier, one of the UK's most visited attractions took the central stage of the National "Congathon". From 12 noon there was entertainment and the real life seaside squeals of excitement to launch the 2011 British Tourism Week. This event which had a 'Carnival' like nature was co-ordinated through both Visit Britain and The National Pier Society.

Along with all our fantastic Conga participants Brighton's Mayor Councilor Geoff Wells and Brighton and Hove's Chief Executive John Barradell took center stage within the Brighton Pier Conga line as the excitement was too much to resist!



Entertainment of the day ranged from two Elvis's, the Top Banana's, a MJ impressionist, the Fantastic juicy dance crew, Gizzie the Clown, a tricycle street performer and many more of Brighton's best characters! We even had a surprise flash mob awe the crowd with their Glee performance.



Macmillan Cancer care staff were here to show their support on the day joining in the responsibility of leading Elvis around the Pier!





Brighton Pier has jumped up considerably in Love Britain's top attractions and is now ranked at **#24** with **2,642** facebook check-ins!! We had a Google trek bike to enable us to be live on Google Earth.



More information can be found at www.congathon.co.uk and Official Congathon Pictures are available from <http://www.congathon.co.uk/photos/>. Or like us on Facebook at <http://www.facebook.com/event.php?eid=195562777140847#/>

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