



# CONGATHON

be part of it



For the past 5 years the British Tourism Industry has had the opportunity to promote itself via British Tourism week, which this year is 12<sup>th</sup>-20<sup>th</sup> March. Businesses and organisations all over the UK and from every section of the tourism industry will be involved.

The key aims of the week are :

- To increase awareness amongst the public of the diversity, accessibility and sustainability of the industry
- To promote training and professionalism within the industry
- To support the London 2012 Olympic and Paralympic Games
- Raise the profile and highlight the importance of tourism to the UK economy

This year the Nation's piers have been given a fantastic opportunity to kick off this week with 'Party on the Pier' on Saturday 12<sup>th</sup> March. Piers, harbours and jetties around the country have been invited to create events to draw attention to this important week and highlight the important role that Piers play in the Great Seaside Day Out.

Several piers, including Brighton, Worthing, Bournemouth and Boscombe, Weston Super Mare, Cromer, Blackpool and Hastings are holding a family fun event at 2pm on the 12<sup>th</sup> with each pier holding a 'Congathon'...a conga around each pier with a variety of entertainment and to hopefully make a bid for the record of the most people in a single conga line on a pier.

Please find below links to the Facebook page for Brighton Piers Congathon and attached an invitation to join the Brighton Conga from noon onwards. There will be goodie bags for the first 500 participants, live

music from the Top bananas, the Swing Ninjas and a guest appearance from Elvis himself! Rides will be half price all day, with Juice FM broadcasting live on location, on the pier from 11am. The event will be in support of the MacMillan Charity for whom collections will be made on the day. We need you to come down and get involved in our amazing CONGATHON!

As well as the Congathon there will be a series of events throughout the week on the pier, culminating in a firework display on the 19<sup>th</sup> at 9.30pm. On Friday 18<sup>th</sup> Simon Kirby MP and Mike Weatherley MP will be here to talk about the Importance of Tourism in the Regeneration of the British Seaside. As well as this, we will be displaying a number of the fantastic photographs sent into us as part of the 'Your Photo' competition which we have been running

The link to the official Brighton pier Congathon 2011!!!

<http://www.facebook.com/#!/event.php?eid=190321997669308>

Visit our official Congathon website

[www.congathon.co.uk](http://www.congathon.co.uk)