

PRESS RELEASE

GRAND PIER NEEDS VOLUNTEERS TO CONGA

The Grand Pier has been chosen to launch British Tourism Week this year. The owners are looking for local groups and individuals to help them celebrate Party on the Pier, which is the theme of the week, by joining in a massive Conga on Saturday 12th March at 11.30am.

The plan is to create a huge Conga of people up the quarter mile length of the Grand Pier – from the shore to the Pavilion building. Piers around the UK will also be celebrating and staging Congas up and down the country.

The week will be launched by Tourism Minister and Weston-super-Mare MP John Penrose.

Grand Pier Public Relations Manager Liz Lewis said: “We are looking for local groups, like dance troupes, sea cadets, scouts, guides and individuals to help Weston-super-Mare’s Grand Pier have the biggest Conga going on in the country on 12th March. The Pier has re-opened and we have a lot to celebrate, so come along, have some fun and join in the Conga with us”.

Party on the Pier will kick off the fifth annual BTW, with simultaneous parties hosted on seaside piers, harbours and jetties around the coast and on inland rivers, canals and lakes up and down the country.

John Penrose MP said: “Party on the Pier is a great opportunity to showcase a unique part of British heritage. I, for one, will be encouraging my constituency to get involved – celebrating on the brilliant newly refurbished Grand Pier in Weston-super-Mare”.

Grand Pier owner Kerry Michael said: "I am delighted that the Grand Pier has been chosen to launch British Tourism Week. We have a lot to celebrate at Party on the Pier now that we have re-opened. I can't emphasise how important tourism is to the local economy. Tourism in the West Country is worth more than £1 billion per annum and Weston-super-Mare is the largest local destination".

Patricia Yates, Co-Chair of British Tourism Week said: "The Grand Pier was the obvious choice to lead our Party on the Pier launch for British Tourism Week 2011. We are sure they will lead the celebrations around the UK, reminding everyone how important tourism is to local economies and for local jobs"

BTW is organised by VisitBritain with the support of the Tourism Alliance, the UK's national and regional tourist boards, and an Executive Committee made up of a number of public and private sector organisations.

The week aims to raise local, regional, national and international awareness of the size, value and importance of Britain's £115 billion visitor economy. Tourism is the fifth largest industry in the UK that employs, directly or indirectly, 2.6 million people.

To take part on the Conga on the Grand Pier on 12th March at 11.30am call 01934 646152 or email Liz.Lewis@agmholdings.com

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Issued on behalf of the Grand Pier by Marketing Manager Liz Lewis. For further information call 07717 646152.