

Giant conga eel parties on Worthing pier!

Worthing Pier will join other seaside towns nationwide for the biggest 'Party on the Pier' event since the year of the Pier in 1996. These parties will kick off British Tourism Week on Saturday 12 March and will be a national celebration of Britain's piers and their heritage.

The highlight of the Worthing event will be a giant conga eel, topped with a giant head, which will 'conga' around the pier and through the town.

To get the party and the giant conga eel started Worthing Arts Council are looking for a lead artist to organise the event and work with local schools to build the 'conga eel' and create their own sections to form the body of the 'beast'.

Worthing Borough Council's regeneration team have commissioned Worthing Arts Council to organise the 'Party on the Pier'. Worthing's party is going to be just that little bit different and uniquely 'Worthing'.

As well as this amazing spectacle, the Pier will also be feature live music, including a 'battle of the bands', as well as fun things to make and do, lots to eat and drink etc. The event will kick off around 10.30am and finish at 4pm.

Worthing Arts Council (WAC) Vice Chair, Stefan Sykes said: "WAC is delighted to have been awarded the commission to organise Worthing's Party on the Pier. We are taking the town's motto 'from the land plenty and from the sea health' and literally bringing it to life in a way that everyone can enjoy".

"If you are interested in applying to be the lead artist or your school would like to create a section of the beast, please contact Stefan Sykes from Worthing Arts Council on stefan.sykes@ntlworld.com."

Otherwise, just put the 12th March in the diary and come along with your dancing shoes!

Ends

Note to editors:

British Tourism Week takes place 12-20 March 2011. His Royal Highness the Prince of Wales is patron of British Tourism Week and his involvement will help raise the profile of the week and of the tourism industry.

BTW is organised by VisitBritain with the support of the Tourism Society, the UK's regional and national tourist boards, and an Executive Council with representatives of the tourism industry from the public and private sector.

Patricia Yates, VisitBritain's Director of Strategy and Communications, and co-chair of the British Tourism Week Executive Council said of British Tourism Week: "Tourism has clearly been recognised as a major contributor to the British economy, an industry that can deliver growth and jobs right across the country, in our cities, our rural villages and our seaside resorts. This is a time for the industry to unite to show just how broad its reach and celebrate the success stories of individuals and tourism businesses.

"Our opening celebration of parties across the piers of Britain, at the start of British Tourism Week, is an opportunity to show how tourism's many different sectors– from transport and tour operators to hotels and B&Bs, travel agencies and attractions – all come together to deliver an industry that inspires passion both in its employees and its customers, as well as being worth £115 billion to the British economy."

More information about BTW can be found at www.britishtourismweek.com.

For more information about Worthing's Tourist Industry contact Janice Fraser, Tourism and Marketing Officer on janice.fraser@adur.gov.uk or call 01273 263022.