

Swanage Pier Trust Press Release – For Immediate Release  
19<sup>th</sup> January 2011

### **Don't be late for the Mad Hatters Tea Party**

Alice and her friends invite you all, to join them for a Free afternoon of magic, mayhem and fun at Swanage Pier 's first ever Mad Hatters Tea Party On Saturday 12<sup>th</sup> March, as part of this years British Tourism Week.

Swanage Pier were last years runners up in the National Pier Society "Pier Of The Year" Competition and will bring to life `Lewis Carrolls` timeless creation of Alice, the White Rabbit, her Majesty Queen Of Hearts and of course the Mad Hatter, in true nostalgic style.

During the afternoon, visitors can enjoy a stroll along the restored Victorian Pier, take tea at The Hatters Table, play games of croquet and giant chess, listen to wonderful story telling from far away lands and learn the origin of the phrase `As mad as a hatter`. There will be fabulous prizes to win during our silent auction, craft activities to delight and of course lashing of tea and cake.

The Party starts at 11.00am and runs until 3.00pm, and will enchant all ages.

So take out your watch, and don't leave it to fate for this is a very important date!

For more information contact Swanage Pier on 01929 427058, or visit [www.swanagepier.com](http://www.swanagepier.com)  
**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 Visit Britain 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, Visit Britain'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 it's 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](http://www.britishtourismweek.com)

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