

PRESS RELEASE

For immediate release



www.crystalpalacefestival.org

7th Crystal Palace Overground Festival set to be bigger and better thanks to sponsors

Thanks to local sponsors, the organising team of volunteers behind the annual Crystal Palace Overground Festival (27-30 June) have announced a full programme of events, some of which have sold out already, testimony to the anticipated popularity of this year's event.

For the third year running, The Acorn Group head up as lead sponsor of the community arts festival, with Crystal Palace businesses Kinleigh Folkard & Hayward, The Little Escape, Smash Bang Wallop and The Transmitter as platinum sponsors and Amphlett Lissimore, Bambino and Westow House as gold.

The White Hart, Willie Smarts, South of the River and Joanna's restaurant are participating as silver sponsors.

Lover of Creating Flavours is food tasting tent sponsor, and The Grape & Grain, Crystal Palace Chamber of Commerce, Domali Café and The Sparrowhawk are participating as supporting sponsors.

The combined £11,500 sponsorship has enabled the festival team to programme the various festival hubs at Westow Park on 29 June with over 130 acts and artists taking to the park, streets and Upper Norwood venues over the four days.

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Noreen Meehan, festival director, said: "It really has been a massive community effort with key support from our local businesses sponsoring the festival. The team are very excited about the biggest festival yet with not just the park event but tons of activities and events happening in the traders' premises and venues of Upper Norwood.

"The festival strives to support local businesses and their independence – we can deliver visitors to the area throughout the event but without their support it just wouldn't exist," she said.

The festival was launched in 2007 by the Crystal Palace Triangle traders and has gone from strength to strength after its expansion to Westow Park three years ago.

Festival organisers hope to attract over 6,000 people, up 20% on last year.

"We feel strongly about supporting our local community and promoting everything our area has to offer so are delighted to again be the lead sponsor of the event," said the Acorn Groups operations manager, Laura House.

"We've got lots in store this year, including the world's smallest car, giveaways, games and cakes – we're delighted to be a part of it."

Despite being a relatively new business in Crystal Palace this is The Little Escape's second year of being a festival sponsor.

"We jumped at the chance to sponsor the holistic zone as it's such a fantastic event that gets the whole area involved, we're really happy to support this," said acupuncturist and business owner Lilja Katanka.

"We'll be offering taster treatments of chair massage and Indian head massage, which are festival favourites, Shiatsu stretches and sleep and relaxation workshops, a free Sound Bath session, mini reflexology and facial tasters."

The festival will feature the best in live music, spoken word, performing arts, comedy, art, food and shopping around the Upper Norwood area, with events leading up to and during the main event itself. Local bars will host gigs and DJs, foodie events, and there will be a tea dance, football skills workshop for children, an arts and crafts market, an open air cinema, and vintage and antique shopping.

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"I see the festival as being one of a growing number of cultural reference points that help people feel a part of something," says The Transmitter editor Andy Pontin, who has supported the festival since it started in 2007.

"We're sponsoring the Performing Arts Tent, which will be showcasing an eclectic mix of local talent and oddities, just like the magazine really!"

Gold sponsor and former festival organiser Andy Stem who runs the vintage eclectic shop Bambino's on Church Road said: "I love being involved with the festival, it's a brilliant way to get everyone together from musicians to artists to local businesses.

"As a local business it's an honour and a privilege to support it as I feel there is a need to put back into the community. It also brings a lot of new people to Crystal Palace, who fall in love with it too."

The festival aims to support everything local in Crystal Palace while bringing artistic excellence to the audience with almost all the events free to attend.

The festival relies on the sponsorship, goodwill and support of the local community, marketing support from London Overground, support from the Crystal Palace Chamber of Commerce and sponsorship from local businesses.

Local people can support the festival by volunteering their time to the event, visit www.crystalpalacefestival.org/volunteer to get involved.

For the full festival line-up and programme of events, visit www.crystalpalacefestival.org

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Media enquiries:

To download high resolution press images, please go to www.crystalpalacefestival.org/press

For media enquiries, interviews and pic requests please call Carol Ann Walters on 07780 703 600 at anytime or email press@crystalpalacefestival.org

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Notes for editors

About the Crystal Palace Overground Festival

The Crystal Palace Overground Festival is a free 4 day family-friendly community festival run by a team of dedicated volunteers.

The festival provides a platform for the many creative and diverse people, musicians, traders and artists of Crystal Palace, and showcases Crystal Palace, its people and all it has to offer to visitors from across London, and beyond!

FIND OUT MORE www.crystalpalacefestival.org

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WITH THANKS TO THE SPONSORS

The 2013 event is sponsored by

Lead sponsor	The Acorn Group
Food court sponsor	Kinleigh Folkard & Hayward
Holistic zone sponsor	The Little Escape
Kids' Zone sponsor	Smash Bang Wallop
Performing Arts Tent sponsor	The Transmitter
Gold sponsors	Amphlett Lissimore, Bambino, Westow House
Silver sponsors	The White Hart, Willie Smarts, Joanna's
Food tasting tent sponsor	Lover of Creating Flavours
Supporting sponsors	The Crystal Palace Chamber of Commerce, The Grape & Grain, Domali Café, The Sparrowhawk