

10th-13th AUG 2011



CRYSTAL
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OVERGROUND
FESTIVAL

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For immediate release

Going Overground: Crystal Palace people do it for themselves

Crystal Palace Overground Festival
10-13 August, 2011
Westow Park & Crystal Palace Triangle, SE19
www.crystalpalacefestival.org

At a time when dozens of community festivals face financial cuts and cancellations, the Crystal Palace Overground Festival (10-13 August, 2011) goes from strength to strength with at least 30 acts and over 50 attractions planned for this year's event.

Now in its 5th year, the Crystal Palace Overground Festival is expanding to Westow Park on Saturday, August 13 to host an outdoor live music stage, a food and crafts village, kids and sports activities and arts workshops, from 11am onwards.

The expansion is largely down to new festival honcho Noreen Meehan from Gipsy Hill, SE London who joined the 11-strong organising team in April 2011 as lead festival organiser.

"I really couldn't resist getting involved," said Noreen. "Crystal Palace is such a vibrant town, full of unexpected surprises, quirky little shops, bars and restaurants, and the area is steeped in history and culture. The aim of our festival is to celebrate all that is great about Crystal Palace and its people."

Festival founder Andy Stem said: "I love it when the festival comes to Crystal Palace. The town comes alive. Crystal Palace works especially well when folk promenade around the Triangle. Past festivals have enabled this to happen and I'm delighted to have been a part of it."

Last year, the festival attracted 2,500 people to Crystal Palace but Noreen and her team of volunteers are anticipating an increase in number for the 2011 event.

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The free 4-day festival will feature the best local live music, poetry, theatre,

comedy, film, food and fashion around the Crystal Palace Triangle, with events running in the week leading up to and during the main event itself. Local bars will host gigs and DJs, and there will be a ceramic workshop for children, a silent auction, painting and tailoring demonstrations, an open air cinema and shopping, including vintage and antiques.

The festival costs £15,000 to run and relies on the sponsorship, goodwill and support of the local community, including in 2011, a grant from Croydon Voluntary Action, marketing support from London Overground, organisational 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.
volunteer@crystalpalacefestival.org

For the full line up and/or to donate online, visit the festival website
www.crystalpalacefestival.org

Find on Facebook: Crystal Palace Overground Festival
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Notes for editors

For media enquiries, interviews and hi-res pic requests please call
07725 057 453, 07780 703 600 at anytime or on email
press@crystalpalacefestival.org

The Crystal Palace Overground Festival was launched in 2007 by the Crystal Palace Triangle traders and has gone from strength to strength with 5,000 people expected to attend this year's event.

This annual and free family-friendly festival aims to create a platform for the many creative and diverse people, traders and artists of Crystal Palace. It will showcase all that is great about Crystal Palace to visitors from across London, and beyond!
www.crystalpalacefestival.org

