



## Press release

For immediate release

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Media contact: Wendy Baverstock 07921 699465

### Free green event promises world record breaking fun for Camden!

**What do solar powered stages, a Mad Hatter's Tea Party, and a world record breaking attempt all have in common? Answer: all this and more can be found at this year's CAMDEN GREEN FAIR & BIKEFEST 2008!**

Now one of the UK's largest free green events, the Camden Green Fair & Bikefest is held in **Regent's Park** on **Sunday 1<sup>st</sup> June** from **12pm – 7pm** and this year's fair is set to attract not only a record number of visitors but a world record attempt too! All whilst setting challenging environmental standards for other events as the summer's season of fun and festivals get going.

This much loved fun packed festival with a serious twist is in its 17th year, and promises something for everyone. Residents from Camden can expect **live music**, all powered by solar and wind of course, have your say in the new **Love London Speakers' Forum** or chill out with a short film in the **solar cinema**.

Younger visitors will go wild with **animal encounters from London Zoo** and get the chance to learn about all things green in the Green Roadshow **circus tent**. There is also **Eco-fashion workshops**, an improved **Bikefest** in partnership with event sponsors Trek bikes, an ethical finance zones supported by Legal & General and the **Mad Hatter's Sustainable Tea Party** which organises guarantee will keep you and your family busy all afternoon. The Fair will also host the Strictly Fairtrade Tea Dance – sponsored by The Co-operative, which aims to break the **WORLD RECORD** for the biggest open air tea dance ever attempted. Anyone of any ability can join in, and Camden residents are particularly encouraged to put on their dancing shoes and be **world record breakers!**

Behind all this fun is a serious message. The Fair aims to raise awareness of environmental issues and gives local groups a valued platform to celebrate the good work that's already being done to **combat climate change**. Visitors will

learn easy ways of reducing their environmental impact by making simple changes in their day-to-day behaviours.

The Green Fair Coordinator, Charlie Willsmore, thinks the Camden Green Fair has struck the right balance between fun and serious messages: *“The fair is as green as it can be and is getting greener all the time, but the reason people keep coming back is because they know it will be really high quality, safe and enjoyable day out – and it’s all completely free.”*

The entire event is powered using specially-designed solar, wind and hydrogen fuel cell power. This year the fair hopes to achieve a challenging target of zero waste by composting and recycling all of the waste by eliminating items that cannot be recycled from the site altogether. More than 60 local and national organisations will be present and visitors will have plenty of time to hear about great projects to get involved in while browsing the stalls.

**So who are the organisers behind this potential world record breaking event?** The event is organised and put on by a small group of dedicated volunteers (supported by Green Maniac, a project by MegaNexus that promotes developing Green Networks with UK communities to widen access to employment opportunities through participation in the ‘Green’ Economy) who have come together to form an independent registered charity. One of the charity trustees, Wendy Baverstock commented: *“We would like to thank all of our funders, sponsors and volunteers who have donated time as well as cash to help us put together another fantastic free show. Donations, big or small, are always gratefully received, which help keep the Camden Green Fair free for others to enjoy for years to come...”*

-Ends-

#### **Editor’s notes:**

- The Camden Green Fair & Bikefest (the event) is now in its 17<sup>th</sup> year and ‘Camden Green Fair’ is a charity registered in England and Wales, number: 1123370
- Last years fair attracted approximately 30,000 visitors
- Photos and quotes available on request

#### Principal supporters and partners include: (quotes available)

- Camden Council
- Trek Bikes: Principal Partner (Sponsor of Bikefest)
- Legal & General (Sponsor of Ethical Finance Zone)
- Cooperative Partnership (Supporter of Tea Dance)
- Regents’ Park
- MegaNexus – Green maniac (Support with volunteers)
- Media sponsor: RESPONSIBILITY.TV

#### Funders include:

- Emmanuel Vincent Harris Trust

- Arts & Business
- Jack Petchey Foundation
- John Lyons Trust
- LDA Small Grants for Sustainable Food