



## MEDIA RELEASE

### LEEDS WEST INDIAN CARNIVAL 2013 – 24/7 PREPARATIONS IN FULL SWING

July 30th 2013 Leeds, UK

For immediate release

Organisers of Leeds West Indian Carnival are expecting thousands to flock to the city to take in the sights and sounds of the Caribbean at this year's annual parade.

Preparations are well underway for the anticipated crowds of over 100,000 at Europe's longest running authentically Caribbean carnival which will be held on Bank Holiday Monday 26<sup>th</sup> August.

Wearing costumes inspired by everything from nature to current affairs, hundreds of revelers will take part in troupes alongside amazing King, Queen, Prince and Princess costumes as the spectacular parade leaves Potternewton Park in Leeds 7.

Arthur France, the man at the helm of the Carnival since he founded it in 1967 said,

*"Across Leeds and the UK, there is a round the clock flurry of activity, sequins and feathers in the mas camps where costumes are made for the big day. A tremendous amount of hard work and energy goes into organising Carnival and bringing a little bit of the Caribbean to Yorkshire."*

Visitors from across the UK and overseas are expected for the biggest Caribbean Carnival outside London. Gary Verity, Welcome to Yorkshire Chief Executive said,

*"Everyone loves a good carnival and we have one of Europe's best right here in Yorkshire. Leeds Carnival is a spectacular example of the diverse range of visitor attractions the county has to offer. It really is one of Yorkshire's brightest days."*

Organisers have spent the last year working with partners and agencies including West Yorkshire Police, St John's Ambulance, community organisations and Leeds City Council to make sure that participants and visitors enjoy the big day. Leader of Leeds City Council, Cllr Keith Wakefield commented,

*"The Carnival is a hugely important feature of the Leeds artistic and cultural landscape. It is a brilliant example of communities and the Council working together, every year bringing thousands to our city, contributing to the economy and our reputation as a great place to be for residents and visitors alike."*

Mr. France added,

*"Carnival is not just about having a party on our streets – it is serious business. Our ambition is to make Leeds West Indian Carnival a premier tourism attraction for the region and the heart of Carnivals in Europe. We are looking forward to working with some of the city's key organisations and agencies to realise that ambition."*

This year's celebrations will kick off with the Carnival Prince & Princess Show on August 18<sup>th</sup> and the spectacular Carnival King & Queen Show at Leeds Town Hall on August 23<sup>rd</sup>. Until then the creations are closely guarded secrets.

To keep up to date with Carnival events and details follow @CarnivalLeeds on Twitter or call 0113 307001 or 07823774287 or 07931 291070.

**ENDS**

**Image: Leeds Carnival Queen 2012 Samantha Hudson whose 'Diamond Jubilee' costume lead last year's parade.**

**Editors' Notes:**

- **Leeds West Indian Carnival** was founded in 1967 by Arthur France as a remedy for the homesickness for his native St Kitts & Nevis. Bringing phenomenal costumes, rhythmic steel pan and soca music together with the arts, crafts and cuisine of the Caribbean it is Europe's longest running authentically Caribbean carnival and the biggest outside London.
- **Arthur France** was awarded an M.B.E. in 1997 for services to the community and Carnival arts.
- Please note that the event is called Leeds West Indian Carnival or Leeds Carnival.

- The reggae concert which takes place in Potternewton Park the day before is not a Leeds Carnival event.
- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- Please see below for this year's event programme and parade route.

**FOR PRESS INFORMATION, IMAGES AND QUOTES, INTERVIEWS WITH PARTICIPANTS AND ORGANISERS, PLEASE CONTACT**

Susan Pitter on [pittercommunications@gmail.com](mailto:pittercommunications@gmail.com) Tel: 07935 957385

**LEEDS CARNIVAL 2013 EVENTS PROGRAMME**

**LEEDS CARNIVAL PRINCE & PRINCESS SHOW**      **SUNDAY 18TH AUGUST 3:00pm-8:00pm**

Carnival Cuties in spectacular costumes kick off the carnival season competing for the Leeds Carnival Prince and Princess 2013 titles.

**Venue:** Leeds West Indian Centre, Laycock Place LS7

**Admission:** Under 16's £1 : Over 16 £3 : Under 5's **FREE**

**LEEDS CARNIVAL KING & QUEEN SHOW**      **FRIDAY 23RD AUGUST 7:30pm-11:00pm**

Royalty comes to town! Stunningly elaborate creations compete for the prestigious Carnival King and Queen titles and the honour of leading the Carnival Parade on August 26<sup>th</sup>.

**Venue:** Leeds Town Hall, Headrow, Leeds 1      **Ticket Only Entry: £5 ticket. Age 16 and over only.**

**Tickets Outlets:** Leeds Carnival HQ – Tel. 0113 307 0001 : Leeds City Library - 0113 224 3801/2 :

Gateway Yorkshire      0113 242 5242

**LEEDS CARNIVAL CALYPSO MONARCH SHOW**      **SATURDAY 25TH AUGUST 10:30pm till late**

**Venue:** Leeds West Indian Centre      **Admission: FREE**

A lyrical battle of the original sounds of the West Indies to find Calypso Monarch 2013.

## **AUGUST BANK HOLIDAY MONDAY 26TH AUGUST - CARNIVAL DAY!**

### **J'OUVERT MORNING            6:00am – 8:30am        FREE**

Warm-up for the parade later on in the day with this early morning soca music jam. Also known as 'pyjama jamming' it's perfect for your P.J.'S and onesies. Whatever you choose, don't forget to set your alarm clock!

**Venue**            Mini procession leaves from Leeds West Indian Centre.

**Route**            Depart from the West Indian Centre on Laycock Place, turn right onto Savile Mount; left onto Chapeltown Road; right onto Harehills Avenue; right again along Spencer Place before turning right onto Louis Street, right again onto Savile Mount to return to the West Indian Centre.

### **THE BIG LEEDS CARNIVAL PARADE 2013                    FREE**

**Venue:**            **Potternewton Park, Harehills Avenue Leeds 8**

**Time:**            **Parade leaves at 2-00pm returning at around 5-00pm for judging of costumes.**

Months of hard work comes together as costumes from all over the UK take to the streets. The Carnival King, Queen, Prince and Princess costumes are joined by costumed troupes with sound systems and steel pans on floats pumping the sounds of the Caribbean. Meanwhile in Potternewton Park there's music, stalls selling global cuisine – including the Carnival 'must taste' Jerk Chicken - plus arts, crafts and fun fair rides. Top DJs make the back of the park Party Central. This really is fun for all the family! **Top tip? Get there early, pick a good spot and prepare to be amazed...**

**Parade Route:**            From Potternewton Park turn left down Harehills Avenue, right onto Harehills Lane and right again down Roundhay Road; right onto Barrack Road, right again onto Chapeltown Road before turning right onto Harehills Avenue and back into Potternewton Park.