



NEWS RELEASE

POP GOES CARNIVAL

Leeds West Indian Carnival Announces Pop Up Carnivals for Yorkshire

June 16th 2014

Yorkshire is all set for a tropical summer as Leeds West Indian Carnival announces a series of Pop Up Carnivals.

Europe's longest running authentic Caribbean Carnival parade will bring wow factor to unexpected places from next month debuting at the Grand Depart of the Tour de France on Saturday 5th July as part of Leeds City Council's plans to entertain spectators watching the world's biggest annual sporting event.

Thirty special costumes have been designed by a unique collaboration of some of the UK's most renowned Carnival costume designers who are also based in Leeds. Set to lively carnival rhythms the spectacular *Peace, Love & Unity* themed designs will remain a secret until their first showing in a mini procession which will set off from the Grand Depart start line on Victoria Gardens immediately after the race departure.

Carnival Founder and Chairman Arthur France said;

"We are delighted that Pop Up Carnival will showcase Leeds as the home of Europe's first Caribbean Carnival to the thousands attending the Grand Depart and potentially millions watching across the world. This is an amazing opportunity for Leeds Carnival to bring wow factor to the Tour de France and to champion Leeds as the wonderfully diverse and vibrant city we are so proud of".

The design team is working around the clock with feathers, gems, beads and sequins to construct the glittering King, Queen, Prince, Princess and troupe creations which will also be showcased along the Yorkshire coast on July 26th at Scarborough Seafest and on August 16th on Briggate in Leeds City Centre.

Pop Up Princess costume designer Sheila Howarth said;

“Pop Up Carnival will take the sights and the sounds of the Caribbean to audiences who may not be familiar with the joy that Carnival brings to the streets of Leeds every August Bank Holiday. This is their chance to get Carnival Happy!”

More updates and information on Pop Up Carnival as well as plans for Carnival 2014 are available on www.leedscarnival.co.uk and on Twitter @CarnivalLeeds using #CarnivalHappy.

PHOTO CAPTION: Pop Up Carnival Queen costume performer Dominique Maynard shares her copy of the essential guide to events in Leeds City Centre around the July 5th Grand Depart of the Tour de France. Image: Courtesy Leeds City Council

Ends

Notes to Editors

- Founded in Leeds in 1967 by Arthur France as a remedy for homesickness for his native St Kitts & Nevis, Leeds West Indian Carnival is Europe’s longest running Caribbean Carnival parade.
- The Carnival is held every August Bank Holiday Monday with last year’s parade attracting record crowds of over 150,000.
- On July 5th, the first Pop up Carnival will leave the Grand Depart start line at Victoria Gardens immediately after the race has left and parade along the Headrow, down Vicar Lane, turning right onto Briggate to join New World Steel Orchestra and calypso singer Soca B.
- Further Pop Up locations are Scarborough Seafest, Foreshore Road on July 26th and Leeds City Centre on Briggate on August 16th.
- From next week the Council will share details of the events happening in the city centre around the Tour de France on *There’s More to Le Tour* at www.granddepartleeds.co.uk/events
- The Pop Up Carnival project has received support from Arts Council England Lottery Funding, Leeds Inspired and Leeds City Council.

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