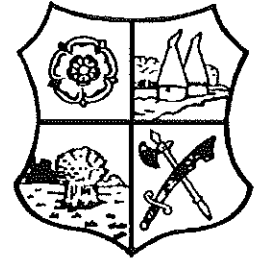


ALTON TOWN COUNCIL



PRESS RELEASE

12/05/2010

New Alton Events Guide Launched

A new leaflet designed to reinforce Alton's reputation as a town where something is always happening is being launched next week.

The brightly coloured pocket-sized publication highlights some of the town's biggest events, in an easy-to-read diary style format designed by Martin Saban-Smith.

Featuring eighteen of perhaps the best known events, the guide also encourages the reader to visit the dedicated Alton Events Website www.altonevents.co.uk for details of the many other events large and small taking place all year round.

The brochure has been produced by Alton Town Council, utilising some of the funds generated by the regular Tuesday Market to support events in the town.

Councillor Atul Patel, who chairs the Events Coordination Working Party, which includes representatives from Alton Chamber of Commerce & Industry, said "We have a lot of good events in Alton, many of which are organised by hard-working-voluntary organisations. As a town though we probably don't do enough to promote our excellent event calendar further afield and this guide will hopefully help address this."

The leaflet is available from the Information Office in Cross & Pillory Lane, Town Hall, and other public buildings.

Ends

Media contact: Greg Burt, Alton Town Council 01420 83986

Note to Editors:

To promote the leaflet, a **photo-call** will be held on **Tuesday 18 May 2010 at 11pm** at the Bandstand in the Public Gardens, including the Town Mayor of Alton, Cllr Allan Chick, Chairman of the Working Party, Cllr Atul Patel, designer Martin Saban-Smith and representatives of Alton Chamber of Commerce & Industry.