

ALTON TOWN COUNCIL



PRESS RELEASE

24 January 2012

Pancakes to Hit Streets!

Alton's annual bumper events programme kicks off literally on 14th February, when the town's annual Pancake Race gets underway. Celebrating its thirteenth year, the spectacle of young and not so young, many in silly costumes running through the streets helps bring some jollity to an otherwise bleak time of year.

The proceedings start when the Town Mayor, Councillor Robert Saunders, fires a starting pistol at 1pm to herald the beginning of the race, which begins outside Iceland in the High Street and goes up Cross and Pillory Lane, circuits the Market Square and finishes outside the Town Hall.

As usual, the competition is being organised by the Alton Town Council and Alton Chamber of Commerce and sponsored by *The Little Grey Cells*, who prepare special durable and very inedible pancakes for the contestants to flip.

Entry forms are available from Alton Town Hall and the Visitor Information Office and all you need to bring is your £1 entry fee and a frying pan, although a limited number of pans will be available to borrow on the day.

Two races are being held: Over 16's and Under 16's, with prizes for the winner and runner-up of £20 and £10 for the seniors and £10 and £5 for the juniors respectively. A prize of £10 for the Best Dressed Competitor will hopefully bring some added colour and laughs to the occasion and blatant advertising by companies and groups promoting products and causes is actively encouraged! Once again, special edition medals will also be given to the various winners.

The judges will be looking not just for the fastest entrant, but also the person who does the most complete flips.

The event is traditionally held during school half term week to ensure maximum entries, recognising that Shrove Tuesday is officially, this year, a week later.

End

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NOTE TO EDITORS

A photo call is being held in Alton Market Square on Friday 27 January 2012 at 10.30am