



Media Release

Lynne Mee

Direct line 01423 556022

Communications and Media Manager Direct fax 01423 561154 not 24 hrs

24 hour fax “ 556010
Mobile 07884 226409

Email lynne.mee@harrogate.gov.uk

www.harrogate.gov.uk

pr976.a show of support for Entente Florale

DATE: 21 April 2004

A Show of support for Entente Florale

The Harrogate Spring Flower Show is the latest venue for the Entente Florale roadshow as Harrogate in Bloom and Darley in Bloom, in partnership with Harrogate Borough Council, bid in and sow support for their bid to win the competition at their promotional stand.

The display stand will bring the Entente Florale competition to life, being manned throughout the show by members of Harrogate in Bloom and Darley in Bloom and members of staff from Harrogate Borough Council who will be happy to answer questions.

“This is the north’s most prestigious flower show, attracting around 60,000 visitors over the four days, which gives us a fabulous opportunity to promote our involvement in the Entente Florale competition, both locally and nationally” said Sue Higgison, Marketing Officer for the Department of Leisure and Amenity Services. “We want to build awareness and encourage others to become involved so what better place to fly the flag.” ENDS

Photo Opportunity

The Mayor & Mayoress of the Borough of Harrogate (Councillor and Mrs Ian Galloway) will meet community groups from Darley and Harrogate, both winners of Britain in Bloom 2003, on Stand S24A in the Horticultural Sundries Marquee at about 11.30 am on Friday 23 April 2004.

Editors Note

Entente Florale - As winners of the Britain in Bloom 2003 competition, Darley and Harrogate have been nominated to enter this year’s Europe in Bloom event. It is the first time ever that two areas in one district have been entered by Britain in Bloom. Harrogate was the first winner of the event when it was launched in 1977 and another Yorkshire Dale town – Pateley Bridge – won it in 1982.

Entente Florale is a prestigious European competition similar to Britain in Bloom. Each country puts forward two representatives, one for the Town category (population 10,001 and upward) and one for the village category (population up to 10,000). The Jury then visits the town/village during July and early August (one judge from each country) and an assessment is made.

Judging will take place in the summer (July 22nd Darley July 23rd Harrogate) and the Award Ceremony is to be held on 10 September 2004 in Aix-les-Bains, France