

# Norfolk & Norwich Festival 08

Press Release

29<sup>th</sup> February 2008

The Festival Future Looks Bright

The last year has been an amazing one for Norfolk and Norwich Festival. Audience attendance figures reached the highest ever and the new strands of contemporary, children's and outdoor work recently introduced into the programme became firmly embedded in the hearts of the audiences.

Norfolk and Norwich Festival has received an uplift from the Arts Council taking the annual funding for the organization from £47, 000 to just under £400, 000 to increase the scale of the Festival and to take over leadership of the already successful Contemporary Art Norwich. This year the Festival has added to this uplifted figure with major sponsorship from the corporate sector, including the continuation of the award winning relationship between the Festival and National Express East Anglia (formerly 'one' railway).

This year also sees a new strand of sponsorship entitled MG Free. May Gurney are sponsoring the free work in the programme, allowing the Festival to eliminate the barrier of price from these events and promote true accessibility and inclusion.

The Festival is now, in addition to an international arts festival, delivering Contemporary Art Norwich (the visual arts biennale in 2009 and 2011), and will continue to deliver a much expanded Creative Partnerships programme in schools in Norfolk from 2009.

The festival continues to deliver Norfolk Open Studios, which takes place for two weeks from May 17<sup>th</sup> – June 1<sup>st</sup>. This year over 250 artists will throw open their doors and studios to the public and each other, in this annual celebration of Norfolk's creative community.

**For further information contact:**

**Charlene Katuwawala**  
**Marketing & Communications Officer**  
**Norfolk & Norwich Festival**  
01603 877757  
[Charlene@nnfestival.org.uk](mailto:Charlene@nnfestival.org.uk)

**Notes to Editors**

[www.nnfestival.org.uk](http://www.nnfestival.org.uk)

**History**

The Norfolk and Norwich Festival is the oldest single city festival in England, originating in 1772 as an annual service and concert in Norwich cathedral to raise funds for the Norfolk and Norwich Hospital. Over 200 years later the festival itself is expanding rapidly into new and contemporary arts areas while continuing to deliver an innovative and world class music programme. The organisation is growing and developing to take in the new strand of Contemporary Arts Norwich and to develop the current Open Studios and Creative Partnerships projects.

**Principal Sponsor: National Express East Anglia (formerly One)**

This is the fifth year the National Express East Anglia (formerly 'one' railway) has been the Principal Sponsor and the 17<sup>th</sup> year of it's involvement as a sponsor of the festival. This extremely successful sponsorship won the most recent Arts & Business sustainability award.