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\text { Press \& } \\
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2017
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Kew Midsummer Fete - Press \& Online Publicity 2017

| Publication/website | Circulation/reach/followers |
| :--- | :--- |
| Living in Richmond \& Kew | 28,000 |
| The Richmond Magazine | 48,000 |
| St George's Newsletter (new) | $400-500$ residents in Kew Bridge <br> development |
| City Kids | 962 |
| The Richmond \& Twickenham Times <br> Your news in online edition -2 items | 40,107 |
| Visit Richmond | Not available |
| London Town (new) | 17,590 followers |
| This is Our Town Richmond (new) | 15,000 followers |
| Kew TW9 (new) | 152 followers |
| Richmond with Kids (new) | 45 followers |
| Time \& Leisure | 6.6 monthly views |
| Netmums | 14,442 followers |
| The Motherhood website (formely West London Mum) | 5,803 followers |
| Nextdoor (formerly Streetlife) | 772 neighbours, 2906 nearby |
| Chiswick W4 | 25,000 members |
| Putney SW15 | 7,000 members |
| Brentford TW8 | 3,000 members |
| Acton W3 | 2,000 members |
| Ealing Today | 7,300 members |
| Information letter/poster distributed to local schools: <br> Kew Green Prep School/Riverside Primary School <br> Queen's CoE Primary School/Unicorn School/Kew <br> College/Broomfield House School/Darell Primary <br> School/Falcons Prep School/Kings House School <br> Sheen Mount Primary School | n/a <br> Community Noticeboard Posters |
| Kew Fete facebook / twitter pages 512 followers/805 followers <br>  Radio Jackie <br> bistributed at Richmond tourist <br> Programmes <br> Postcards 16 noticeboards throughout <br> borough Barnes/Kew/East <br> Sheen/Ham/Richmond/East <br> Twickenham/St <br> Margarets/Twickenham/  <br> Strawberry Hill/Hampton North/  <br> Hampton/Whitton/  <br> Heathfield/Hampton Wick  |  |


local
people

## a day in the life of... Kew Fete

Kew Fete has become a big event in the local calandar, but what goes on behind the scenes for the big day?
$1=$ he fete opens at 11 am , but we're already on Kew Green by 6.30, to relieve the night security guard, who protects the marquee, and to direct the 115 stallholders, who start to arrive from 7.30am onwards. Each stallholder has been given a space number and map, but many still turn up and say 'Where do I go?'.
There are around 13 of us on the committee - all volunteers and most with full-time jobs, as diverse as a BBC journalist, web designer and TV producer. We start work about six months before the fete, having regular - and often Margarita-fuelled! - meetings to ensure that all the things visitors on the day wouldn't even think about are sorted out: licences applied for from the Council, the Victorian funfair (and toilets) booked, the plan of the Green mapped out, stall applications received and accepted or rejected, the Sponsors agreed, publicity via social media and publications scheduled, programme and raffle tickets printed, dog rosettes bought and the stage acts booked. We are a great team, who all get on really well, which means we have a lot of fun!
By 10.30 , all the stallholders have to get their vehicles off the Green and there's always a lastminute panic for those who have arrived late and haven't finished setting up.



There's always a slight worry at 11am that no one will turn up, but now in our seventh year, it hasn't happened yet and we get 7-10,000 visitors throughout the day.
As it nears lunchtime, the committee and volunteers are manning the committee tent, mega slide and bungee run, checking the stalls, finding lost children and making sure the Tug of War and Dog Show are on schedule. The Dog Show (pictured bottom) is hugely popular and hundreds throng around the arena as children - and a few competitive adults - show off their pooch: the Best in Show being chosen by the celebrity judge.
The success of the day is always helped by good weather which, of course, you can't predict. One year we had torrential rain and a couple of years ago the winds were so strong a large gazebo took flight. But whatever the weather, people stay and have a great time.
The fete closes at 6 pm and by that time we have all walked miles, constantly circling the Green. Once most visitors have left, the stallholders pack up and the marquee and stage are dismantled. By 8pm we are picking up the last of the litter, so we leave the Green as pristine as we found it. Then it's off to the pub for a very large drink!

 bungee run and mega slide

 fearless, the tots' Merry-Go-Round of vintage rides including his colourful Carousel of
gallopers, the Flying Chair-O-Plane for the
 Travelling showman Reuben Bond will once Great attractions providing the beer. there will be a Pimms bar, while Fuller's will be with a cuppa and a cream cake. As usual, pizza, hot dogs and, of course, the traditional
tea tent, where you can sit down and relax pizza, hot dogs and, of course, the traditional Caribbean cuisine, the Just Nice paella stall, Kitchen will return, with his ever popular to suit every taste. Sammy's Spanish Town We have an even wider range of delicacies at
The Food Court this year - more than enough The food court clothing. jewellery, stationery, frames, candles, bags and original items including furniture, silver and cards to cushions. Inside the marquee to plants, scarves to scones, jewellery to jams a wonderful range of goodies from paintings There will be around 90 outside stalls, selling Fabulous stalls
at 6 pm moment it opens at 11 am , to close of play family and friends occupied throughout the
day. Each year the fete is packed from the event in the local calendar. It's a great ew Midsummer Fete is now a major
event in the local calendar. It's a grea Saturday 17June: 11 am-6pm

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from the website) and return it by 6 June. application form (which can be downloaded in 2010. If you are a local charity and would
like to apply for a donation, complete the
 donated to local good causes and nearly
 Calling all local charities which have donated prizes. Thank you to all the amazing local businesses but you can buy them beforehand at shops
around Kew Parade. much more. Tickets will be on sale on the day break, a photography session worth $£ 250$ and in a Fuller's pub/hotel, a one night glamping vouchers for local restaurants, a one night stay We have some amazing raffle prizes,
including a Go Pro Hero 5, theatre tickets, Great raffle prizes
 team of six together in advance (enter online joining in the tugging fun. You can put a The Tug of War Tournament is a great event
to watch, with both children and adults Tug of War
The Tug of day, $12-2.30 \mathrm{pm}$. The show starts at 3 pm . each category is $£ 3$ and registration is on the who will be picking our champions. Entry to currently a secret, you'll find out on the day from those winners. Once again, a celebrity
will kindly be judging this year's winners! Still


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# Richmond 

<Back

## Kew Midsummer Fete



When: 17/06/2017 at 11am-6pm
Price: Free entry
Where: Kew Green (Pond side) Kew TW9 3AP

## Contact details:

## Email us )

Visit the website)
The annual Kew Fete, now in its 8th year will celebrate a fund raising landmark as it reaches over $£ 100,000$ raised overall since 2010 for dozens of local good causes. This popular family day out held on Kew Green is now a key event of the summer and continues to attract thousands of visitors and over a hundred stallholders keen to participate. Key attractions are a traditional Victorian Funfair, Dog Show with several categories including best puppy, varied food court, mobile farm, tea tent, huge choice of stalls, fun inflatables plus entertainment all day on The Stage from bands and local talent groups. Charity raffle with star prize of a Go Pro camera and Lucky Dip.


# KEW BRIDGE NEWS 

## Kew Fête 2017

Saturday June 17 will see Kew Green once more filled with tents and stalls, a fun fair and a stage for the music, dancing and demonstrations that will entertain the crowds from 11 a.m. to 6 p.m. at the annual Kew Fête. This longstanding event has taken place around Midsummer's Day since 2010 and, on the facing page, you can read a brief history by local historian, John Moses, which gives a fascinating insight into different fairs on Kew Green over the years.

There will be over a hundred stalls selling such items as hand-crafted gifts, artwork, adult and children's clothes and jewellery. For the Foodies the Food Court will cater for all tastes representing cuisines from all over the world from Jamaica to Ethiopia as well as such favourites as pizzas, burgers and wraps and not forgetting the everpopular Tea Tent.

The traditional Victorian Fairground has attractions for the whole family, including a Ferris Wheel, Carousel and Helter Skelter and young children will also enjoy the Mobile Farm and the Megaslide and Bungee Run. A big draw is always the Dog Show with such classes as Best Puppy, Best Old Dog and Dog looking most like its Owner! This show is judged by Richmond Vets with the help of local celebrities, last year being stars from the popular TV series, 'The Durrells'. There is even a Tug-ofWar with teams from all-comers such as local rugby clubs and pubs taking part.

This is a community event run by local people to support local charities which this year is set to see the total raised since 2010 top $£ 100,000$. Charities supporting cancer patients, providing help for the young unemployed, local elderly care, mental health support, assistance for young mums, equipment for the Scouts and local foodbanks are amongst those who have received assistance thanks to funds raised at Kew Fete. Michael Glazebrook, Chairman of the Kew Midsummer Fete Committee, is delighted at the number of charities who have benefitted over the years: "Kew Fete is a fantastic example of real community spirit combining great fun with fund-raising. Credit should go to our loyal volunteers, sponsors and supporters who continue to help us build on its success each year. Exceeding $£ 100,000$ as we will this year is a milestone for us and we look forward to another great day on June 17 and the support it will provide for causes local people care about."

This popular family day out held on Kew Green is now a key event of the summer (rated one of 'The 101 Best Things to Do in London with Kids' in Time Out) and continues to attract thousands of visitors with over a hundred stallholders keen to participate.


## The History of Fairs on Kew Green - John Moses



When you visit the Midsummer Fete on Kew Green you are continuing a tradition that goes back hundreds of years. The attractions of fairs in the past were not so different from today; the chance to meet friends, enjoy live music, browse market stalls, compete in games and eat delicious food.

Some, however, were more riotous. In 1894 Chancellor, in his famous History of Richmond, wrote "Kew Green was formerly a fair ground. Fairs are picturesque, but noisy and Kew Green being no exception to the rule, it was abolished by the Vestry as a nuisance on 18th May 1781."

It didn't last though. Fairs on the Green were revived, although probably in a more sedate form. On July 2, 1863, the Duchess of Cambridge had held a special fête at Cambridge Cottage which was attended by several members of the Royal family and the aristocracy, but this was really a private event. Very shortly after Chancellor wrote his book, the Kew Fair for all the local community was re-established and held on Easter Monday. This lasted until the Second World War.

George Cassidy described in Kew as It Was, how the owners of the various stalls, who lived in Brentford were not allowed, to cross Kew Bridge, under the local by-laws, until the day of the fair. The stallholders had to wait on the Middlesex side of the bridge until a signal was given allowing them to cross to the Surrey side. The stallholders then ran down the slope of Kew Bridge onto Kew Green to get the best pitches for their stalls.

On July 22, 1914, an Old English Fayre was held on Kew Green where 300 local children wore costumes representing different periods. You can see in the photograph above the children in fancy dress lining up to be judged. There was Morris dancing by pupils from the Kings School, Kew (now Queen's C of E School) and there was a tug of war between teams from Richmond police and Kew Gardens police, which Richmond Police won. In the evening the London Rifle Volunteers held a torchlight tattoo. From reading the local press there appeared to have been a total unawareness of the coming war, but sadly, within two weeks the First World War had started.

Those visiting the Easter Fair, as well as visitors to the Royal Botanical Gardens, had plenty of opportunity to stop for tea, because, until 1939, many of the beautiful Georgian houses around Kew Green were tea houses. There was also a fair ground just by Kew Bridge where Bush Road is today. This lasted until the 1960s. The fairground was once the scene of a murder. The Times of June 25, 1936, reported that on June 10, a 16 -year-old boy shot the night watchman dead. There appeared to be no motive for this crime as no money or valuables were taken.

The present series of Kew Fêtes were first held in 2010 and have been held every year since and have proved to be very popular. In 2014 about 10,000 people visited Kew Fête.

# KEW MIDSUMMER FETE 

(http://www.citykidsmagazine.co.uk/)
(https://kewfete.org/)

## 17 JUNE

KEW MIDSUMMER FETE

Kew Green - www.kewfete.org (https://kewfete.org/)
In its 8th year its raised over $£ 100 \mathrm{k}$ for local good causes. Take part or watch the dog show, tug of war, Victorian fairground as well as shopping and eating!

It runs from 11am-6pm on Kew Green, entry is free and there are plenty of attractions to please all ages including:

Traditional Victorian Fairground - Reuben Bond's original Ferris Wheel, Carouse and Flying Chair-o-planes together with the tots' Merry-Go-Round of vintage vehicles, the high-in-the-sky Old Time Wheel and Helter Skelter offer all the fun of the traditional fair for adults and children to enjoy.

The Stage - an unprecedented number of performers will be taking to the Kew stage.

Food Court - with such a wonderful array of food stalls, the challenge is deciding what style of cuisine to choose from pizza to Ethiopian or Jamaican specialities, ict cream and cakes.

Dog Show - this is a chance for proud local dog owners to parade their pooches with a local celebrity judge deliberating over Best Puppy, Best Old Dog and Best Trick amongst other awards to the delight of onlookers. Last year two stars of ITV's The Durrells helped to choose the winners.

Tug of War - local rugby teams will be taking on local pubs and Dad teams while the formidable Fete Committee ladies will need to defend their title to win the coveted trophy.

Stalls - over 100 stalls offering a wonderful array of goods from handcrafted ceramics, glassware and jewellery to photography, art, home accessories and children's clothes.

Charity Raffle - over 20 great prizes including our star prize of a Go-Pro camera.

## Read More

BOOK REVIEWS
(http://www.citykidsmagazine. co.uk/book-reviews/)

COMPETITIONS (http://www.citykidsmagazine. co.uk/competitions/)

EDUCATION (http://www.citykidsmagazine. co.uk/education/)

PARENTING
(http://www.citykidsmagazine.

## Richmond \& Twickenham ES ES

## 9th June

Kew fete returns this summer to celebrate fundraising achievements


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Kew Fete - voted one of the ' 101 Best Things to do in London with Kids' by Time Out - returns this month.
The Kew Fete will be celebrating the $£ 100,000$ raised for local causes, since starting in 2010, at the annual day on Kew Green on Saturday, June 17.

A fun-family day out, the summer event attracts thousands of visitors each year and more than a hundred stallholders who want to participate.

Michael Glazebrook, chairman of the Kew Midsummer Fete committee, said: "Kew Fete is a fantastic example of real community spirit combining great fun with fund-raising.
"Credit should go to our loyal volunteers, sponsors and supporters who continue to help us build on its success each year." The Green will be packed with a host of attractions including a traditional Victorian fairground, a stage featuring music and dance performances, a lucky dip and much more.

Proud dog owners can parade their pooches at the dog show and friends can team up to take part in the popular tug of war before heading to the food court and tea tent.

The fete supports charities helping cancer patients, providing help for the young unemployed, local elderly care, mental health support, assistance for young mums, equipment for the Scouts and many others.
"Exceeding $£ 100,000$ as we will this year is a milestone for us and we look forward to another great day on Saturday 17 June and the support it will provide for causes local people care about."

For further information visit www.kewfete.org

## Richmond $\&$ Twickenham Tw N



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Kew Midsummer Fete - this Saturday 17th June 11am-6pm, free entry at Kew Green
Sophie Raworth, BBC journalist and broadcaster, has been announced as the celebrity judge for the hugely popular friendly Dog Show at the fete.

Sophie recently traced her ancestors on the programme 'Who Do You Think You Are?' and discovered her great-grandfather once worked at Kew Gardens so how apt that she is supporting this special Kew event for the second time.

Her job will be tough with a wonderful array of dogs to choose from and several categories to judge including best puppy, best old dog and dog with best trick!

Like

Have Some Fun in the Sun at Kew Midsummer Fete This is Our Town Richmond: News, Views and Events


## Have Some Fun in the Sun at Kew Midsummer Fete



The weather forecast couldn't be better this weekend so why not enjoy the sunshine at Kew Midsummer Fete on Saturday.
The annual fete, now in its 8 th year, is held on Kew Green as this year is set to celebrate raising $£ 100,000$ for a wide range of local charities since it started.

Featuring a Victorian Fairground, Mobile Farm and other fun activities for kids, it's no wonder that the fete has been rated in Time Out as one of the '101 Best Things To Do in London With Kids'.

The fete attracts over 100 stalls with several newcomers offering a wonderful array of goods from handcrafted ceramics, glassware and woodwork to photography, art, home accessories, adult and children's clothes, jewellery and much more.


Of course no midsummer fete would be complete without a Dog Show and Kew is no exception with prizes for Best Puppy, Best Old Dog and Best Trick. Last year's was judged by local vets and stars from ITV's The Durrells.

A wide variety of cuisines will be available to choose from for lunch or a snack, from Jamaican and Ethiopian to burgers and wraps. The popular Tea Tent returns with cakes and goodies from Pomegranate Kitchen.

As well all the food, stalls and funfair there will be some great musical acts on The Stage, from local choirs and Ukulele bands to Maracatu drums and Rock $n^{\prime}$ Roll.

Highlight of the afternoon is the Tug of War competition featuring teams of all ages who will be competing to gain the crown from the current holders, the formidable Fete Committee Ladies.


Michael Glazebrook, Chairman of the Kew Midsummer Fete Committee is delighted at the number of charities which have benefitted over the years:
"Kew Fete is a fantastic example of real community spirit combining great fun with fundraising. Credit should go to our loyal volunteers, sponsors and supporters who continue to help us build on its success each year. Exceeding $£ 100,000$ as we will this year is a milestone for us and we look forward to another great day and the support it will provide for causes local people care about."

The fete runs from 11am to 6 pm on Saturday June 17 on Kew Green. Entry is free and more information can be found at www. kewfete.ors


Kew Midsummer Fete



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Kew Fete is GREAT





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## MOTHER <br> HOOD


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When: Saturday 20 th fune | nam - 6 pm
Where: Kew Green, lew
Cost: PREE
More info: website




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Forum Message

| Topic： | Kew Midsummer Fete－Sat 17 June 11－6pm |  |
| :--- | :--- | :--- |
| Posted by： | Maarit Lilley | Repl／ |
| Date／Time： | 15／06／17 22：51：00 |  |

For those who enjoyed Green Days another great charity fund－raising fete takes place this Main attractions are a Victorian fun fair，inflataber is free to enter and runs from 11 am til 6 pm marquee，tug of war，friendly Dog show（with celebrity judge，EDC journalist Soplie a craft beer and tea tents，a varied food court，charity raffle and fucky dip plus live mushic Raworth） dance and karate performances．A great family day out raising funds for 12 local charities．

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Forum Home

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Forum Message

Topic：Kew Midsummer Fete－Sat 17 June 11－6pin
Date／Time：15／06／17 23：02：00

A great charity fund－raising fete takes place this Saturday just over kew Bridge on kew Gieen
（pond side）．The Kew Midsummer Fete is free to enter and runs from 113 m til 6 pm ．Main
attractions are a Victorian fun fair，inflatables，mobile farm，over 114 stalls and a craft marquee， tug of war，friendly Dog Show（with celebrity judge，BBC journalist Sophie Raworth）beer and tea performances．A great family day out raising funds for 12 local charities．

Forum Home


SPEAR is back at the Rew
Midsummer Fete


\section*{Saturday 17th June 2017 • Kew Green • 11am - 6pm FREE ENTRY}

VINTAGE FAIRGROUND, OVER 110 STALLS CRAFT MARQUEE, CHARITY RAFFLE GREAT LOCAL FOOD, BEER \& TEA TENTS LIVE MUSIC FROM LOCAL BANDS ENTERTAINMENT ALL DAY LONG TUG OF WAR FRIENDLY DOG SHOW (SEE KEWFETE.ORG FOR TIMINGS)
 Parking will be very limited, so please leave your car at home With thanks to our sponsors and supporters


Saturday 17th June 2017 • Kew Green • 11am - 6pm FREE ENTRY

VINTAGE FAIRGROUND, OVER 110 STALLS CRAFT MARQUEE, CHARITY RAFFLE GREAT LOCAL FOOD, BEER \& TEA TENTS LIVE MUSIC FROM LOCAL BANDS ENTERTAINMENT ALL DAY LONG TUG OF WAR FRIENDLY DOG SHOW (SEE KEWFETE.ORG FOR TIMINGS)

All fete profits are donated to local good causes
Parking will be very limited, so please leave your car at home With thanks to our sponsors and supporters




\section*{Kew Fete - 2017}

11am-6pm
Saturday 17th June, 2017
Kew Green, TW9 3AP
(a) kewfete.org
admin@ kewfete.org www.kewfete.org


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