

# BRISTOL INTERNATIONAL FESTIVAL OF KITES & AIR CREATIONS

*Celebrating 21 Years of Flying High*

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## NEWS RELEASE

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## Festival set to fly with Ritter Sport chocolate

The Bristol International Festival of Kites & Air Creations is set to fly high again this year, thanks to a new sponsorship deal from Ritter Sport chocolate. The 2007 Festival will take place in Ashton Court Estate, Bristol, on **Saturday 1 and Sunday 2** September from 11.00am to 5.00pm.

This aerial extravaganza, now in its 21st year, has established itself as one of the region's most distinctive public events and a major showcase for some of the best of the world's flyers, designers and kite makers. It will feature spectacular flying displays, aerial battles, breathtaking choreographed routines and awesome power kites as well as colourful kites, trains, banners and inflatables of all shapes and sizes.

Ritter Sport chocolate is 'The Square Route To Pleasure'. Only the best quality ingredients are used to produce the perfect chocolate. The thick, quality chocolate on the outside combined with the delicious centre, is pure pleasure.

**Rod Hunter of Ritter Sport** says: "There are three varieties of chocolate to try at the Ritter Sport stand and a chance to win one of 50 gift boxes of Ritter Sport chocolate in our website draw. Come and have some fun racing your mates on the Ritter Sport derby hopper ride and have your photo taken – it will then be available afterwards to download from our website. "

As the Festival's main sponsor, Ritter Sport chocolate will also be entering into the spirit of the event by flying a specially designed Ritter Sport team kite in the Japanese kite fighting battles and running a 'People's Choice' competition where the public can vote for their favourite kite at the festival and a chance to win some fantastic prizes.

International kite guests will be winging their way from as far afield as New Zealand to join flyers and enthusiasts from across Europe especially for the event. The Festival will also host a spectacular array of ground-based air creations including art installations and a collection of 20 larger-than-life inflatable creatures such as 25 metre long dragons, a purple people eater and a walk through coral reef decorated with sea creatures.

**Avril Baker, festival organiser** said: *“Thanks to this very welcome sponsorship from Ritter Sport chocolate, we are looking forward to staging a really spectacular show this year. The Festival offers a fun day out for all the family and is a great way to end the summer holidays. Visitors can come along and join in by making or flying their own kite or just chill out and enjoy the spectacular displays.”*

**Rod Hunter of Ritter Sport** added: *“We are delighted to be supporting the International Festival of Kites & Air Creations. This promises to be a fun-filled weekend with a great atmosphere – a perfect place to experience our delicious range of quality chocolate and join in the fun.”*

The Festival is also delighted to once again have both the Bristol Evening Post and GWR FM as media partners in the event giving their promotional help and support to ensure the event gets off to a flying start.

The Festival has also announced that the Bristol Children’s Hospital charity, the *Grand Appeal*, spearheaded by Aardman’s Oscar-winning plasticine characters Wallace & Gromit, is the event’s new official charity partner. Young patients from across the region being treated at Bristol Children’s Hospital are set to benefit with money raised at the event helping to fund a new ‘datascope’ heart monitor for the oncology and adolescent wards.

**Festival highlights in 2007 will include:**

- spectacular and colourful sea-themed kites including swirling octopi, a flying scuba diver, giant mermaids and Roly the mega killer whale
- aerial portraits by Italian artist and kite maker Claudio Capelli
- the brute power of vast man-lifting kite surf wings and the thrills and spills of kite-propelled buggies and land boards

- aerial combat with traditional Japanese fighting kites each vying to be the last one in the sky
- a 30 metre long multi-coloured manta ray and a gaggle of geckos designed and made in New Zealand by festival favourite Peter Lynn
- Synchronised team sport kite routines choreographed and flown to music
- free children's kite-making workshops run by local kite group Avon Kite Flyers

The Festival programme runs on Saturday 1 and Sunday 2 September from 11.00am to 5.00pm. To add to the festive atmosphere there will also be fantastic play structures and children's attractions, selected specialist kite traders, a licensed bar and an array of appetising food and drink concessions.

The Clifton Suspension Bridge will remain open during the festival weekend.

**For further information and images of the Festival please contact:**

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