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P R E S S R E L E A S E



Look out for the French Connection

20th March 2009

A little bit of France returns to the heart of Worcester's city centre this weekend and is set to entice shoppers to the High Street in droves.

A genuine French market will be descending on Worcester from this Friday (27th) until Sunday (29th) in the High Street between the Elgar Statue and Pump Street.

A variety of Gallic delicacies will be on offer including breads, cheeses, and olives and will provide locals and visitors a chance to stock up on a variety of food and other products and to brush up on their French language.

The French market has been organised by VisitWorcester who are responsible for tourism, events and city centre management and Head of VisitWorcester, Georgia Smith said 'this is the first of several events that will be running in the city throughout the year. It is always a popular attraction and the colourful displays and smells and sheer quality of the

produce are guaranteed to entice big crowds. With the pound so weak against the Euro, this is many people's best chance of sampling the continent this year!

The market runs from 9am until 5.30pm on the Friday and Saturday with the Sunday event operating from 10am until 4pm.

Other VisitWorcester events set to take place this year include the Arts' Market on 24-26th April, a Motor Show on 9th May, Strawberry Festival on 27th and 28th June and the Christmas Fayre between 26th and 29th November.

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Alexandra Syrotiuk the Tourist Information Centre Manager is willing to dress up in traditional French costume to help with any photographic needs. Please contact her on 01905 722480 to arrange a photoshoot.

For further information, please contact Georgia Smith on 01905 722561 or Adrian Field on 01905 722337

Website: www.visitworcester.com