



Persnore Plum Festival 1st- 31st August

Be sure you don't miss out!!

www.persnoreplumfestival.org.uk

Princess is crowned as Plum Fever hits town!

Forget Swine Flu – Plum Fever hit town last Saturday as the Persnore Plum Festival got off to a wet but wonderful start.

Claire Howson, aged 9 was crowned 2009 Plum Princess by the town Mayor, Cllr Chris Parsons at the Retail Market, and Prunella the Persnore Purple Plum made her debut to the world.

Hosting the Launch, Town Crier, Robert Speight, accompanied by Prunella and Queen Victoria Plum hailed the event as an outstanding success.

To herald the start of this month long Festival 200 purple balloons adorned the facades and balconies of the Georgian Market town and early plums and plum goodies were sold in abundance in High Street shops and throughout the Retail Market.

Producer of a new White Stilton & Plum Cheese, made especially for this years Plum Festival – Ken Tallis from Abbey Butchers said "I was anxious to produce something appropriate to honour and support the Plum Festival and after 4 months of trialling different cheeses containing plums, I am delighted that this

Stilton proved so popular – the event was a resounding success and a marvellous day for Pershore”

Numerous events and activities supporting the Plum Festival continue throughout the month. Call 01386 556591 for details, visit www.pershoreplumfestival.org.uk or follow www.twitter.com/PlumFestival

Note for Editors: Photo Opportunity

Prunella – the Pershore Purple Plum has been invited to take part in a “Plum Day” being organised in support of the Plum Festival at the Hopscotch Summer Club, Holy Redeemer Primary School, Priest Lane, Pershore on **Thursday 6th August at 12noon.**

Activities will include Plum and Spoon racing, Plum Bobbing, Plum Tossing, Plum racing with purple painted faces, cooking plum flap jacks and of course eating the good old Pershore Purples!

For more information please call Holly Taylor on 07990 531407