

January 2009

WORCESTERSHIRE CREATES A PERFORMANCE OUT OF VISITOR GUIDE

Worcestershire has created a theatrical version of its innovative new 2009 Destination Worcestershire visitor guide bringing a county often referred to as England's best-kept secret to life.

"Whistle-Stop Worcestershire" is a ten-minute performance inspired by the Reduced Shakespeare Company to introduce audiences to more than 50 of the county's top attractions such as the Malvern Hills, Worcester Cathedral, the Morgan Motor Company, Severn Valley Railway and West Midlands Safari Park.

Developed by Worcestershire-based theatre company, Perfect Circle, just three actors and a big box of props will breathe life into legends like Elgar, Bernard Shaw and Tolkien all of whom drew inspiration from the county. The abridged tour will take in Worcestershire's famed food and drink including asparagus, plums, Malvern Water and Worcestershire Sauce, its varied geography and its huge cultural draw.

The show will be unveiled at Malvern Theatre on the evening of 13th January when the visitor guide is launched. There are plans to take it on tour including Edinburgh Fringe Festival and a number of major travel shows.

Commenting on the concept, Rod Nipper, head of Destination Worcestershire, said:

"We needed something different to support the radical approach we are taking with our visitor guide this year. We have adopted the format of a glossy magazine as opposed to a brochure - it's about Worcestershire fitting with people's lifestyles.

Whistle-Stop Worcestershire is the first-ever theatrical performance based on a county. It's a great way to convey the variety it offers but it's also a fantastic piece of entertainment in its own right. Who knows, Worcestershire - The Musical might be the next surprise hit in the West End."

ENDS

For further information or to attend the event, please call Sara Stewart on 07833 467774 or email sara@madasamarchhare.com

Whistle-Stop Worcestershire will be performed at Xpm at X