



## Event date set for Food and Drinks event – Fresh Ayrshire – 3 August 2008

A new food and walking outdoor festival has just been announced for East Ayrshire.

Fresh Ayrshire will be held at Allseasons at the meadows an ecological tourism development at Galston, 30 minutes from Glasgow.

The all-day event will include walks of varying lengths and abilities to suit all ages. There will be a toddler stroll and participants can take their teddy, but there will also be a teddy bear hunt, a longer 5km walk or 5km Under 16's fun run. Prizes will be given for winners in each category. So lots of fun for all the family.

The event, in line with existing events like the Great Scottish Walk and Irvine Valley Regeneration Partnership's (IVRP) existing annual walking festival each May, will provide a real buzz for walkers and non-walkers alike, whilst raising money for worthy local and national charities. There will also be live music, warm up activities prior to the events and a food and drink village to enable visitors to sample Ayrshire's larder. It will be a real celebration of outdoor living and the best that Ayrshire and Scotland has to offer.

The date for the event is set for Sunday 3 August 2008, towards the end of the children's summer holidays and within the last August bank holiday weekend. This ensures that visitors will make the most of their final major holiday weekend before the returning to work or school.

The land owners had planned to host a Great Wee Scottish Walk and from an initial meeting grew the idea that the event could expand to incorporate a bespoke food and walking event instead. Due to the excellent opportunities and existing logistics available Fresh Ayrshire was born.

Fresh Ayrshire aligns itself with established stand alone food events such as Taste of Edinburgh, Scottish Food Fortnight and Loch Fyne Seafood Festival. Because of this, and to highlight the wealth of Scottish produce available in Ayrshire and in particular East Ayrshire, the event will be held in conjunction with Scotland's Farmer's markets and the Ayrshire and Arran food networks so that stallholders providing food from across the region can highlight and sell their wares.

The name **Fresh Ayrshire** harnesses the ethos of all the organisers involved

- **Allseasons at the meadows** seeks to provide an environmentally and ecologically friendly development for the community and tourists to enjoy and to utilise the natural beauty of their land and its biodiversity.
- **Irvine Valley Regeneration Partnership (IVRP)** recognise that outdoor activity and regeneration for the area offers a fresh start for Ayrshire and a sea change to the way the area has been perceived after the economic decline of the textile industry.
- **Great Wee Scottish Walks** aims to ensure that children, individuals and families are able to get outdoors, exercise and participate in walking activities while raises money for charities locally and nationally.
- **Ayrshire and Arran food networks** the Ayrshire Farmers Market Cooperative promotes buying 'fresh food in the fresh air'.

The event organisers are linking with Event Scotland, Visit Scotland and East Ayrshire Council to promote and enhance this event. East Ayrshire has a natural beauty and biodiversity combined with excellent motorway, rail and air links.

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