

News release

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**WELL DRESSERS OFFERED CHANCE TO TAKE CENTRE STAGE
AT WORLD-CLASS CHATSWORTH FLOWER SHOW**

Talented Well Dressing teams have a once-in-a-lifetime opportunity to be part of a world-class event - the first-ever RHS Chatsworth Flower Show.

Imaginative ideas on the show's main theme, Design Revolutionaries, are now being invited by the RHS to win the chance to become one of just five successful designs to go on display to tens of thousands of visitors at the prestigious show from 7 to 11 June 2017.

Throughout the event, visitors will be asked to vote for their favourite design, and the creators of the people's choice will be awarded an RHS engraved trophy, as well as an exclusive invitation to tour the show before the crowds on Preview Day, Tuesday June 6.

Revolutionary thinkers particularly associated with Chatsworth are its architect William Talman, landscape gardener Capability Brown and architect and gardener Joseph Paxton, best known for designing London's pioneering Crystal Palace.

Contemporary designers and architects such as Dan Pearson, Thomas Heatherwick and Tom Stuart Smith are among the leading lights continuing to keep Chatsworth at the cutting edge of creativity and innovation.

"This is a wonderful chance for Well Dressing teams across the Peak District and Derbyshire to let their imaginations run wild and submit stunning designs that could be admired by tens of thousands of visitors to the RHS's world class event next June," said Jo Dilley, Managing Director of Marketing Peak District & Derbyshire, the area's official tourist board.

"Well Dressing is an ancient tradition unique to the area, which already attracts many visitors from both the UK and overseas between May and September - and this competition offers the rare opportunity to showcase this colourful and authentic custom to an even wider audience.

"I'd urge as many Well Dressing teams as possible to put forward entries well in time for the closing date, Monday 30 January 2017."

Liz Patterson, Deputy Show Manager, said: "Having recently met with members of a local Well Dressing group and seen first-hand their passion for this unique custom, we're really happy and excited that this wonderful local and historic tradition will be a part of the new RHS Chatsworth Flower Show next June. If you want tickets, be sure to visit rhs.org.uk/chatsworth soon, as they're going fast!"

Entries must be submitted online. For full details, visit http://apps.rhs.org.uk/emails/pdf/est/2017/CH17-WellDressing-factsheet-Introduction_FINAL.pdf, and for an application form, visit https://rhsforms.formstack.com/forms/cha17_well_dressing_application.

Ends.

For further details, please contact Janette Sykes, PR Manager, Marketing Peak District & Derbyshire, on 07792 924839 or at janette.sykes@marketingpdd.com.

Note to Editors

Accompanying digital images are attached. Captions: Well-2: A colourful example of the art of Well Dressing in the White Peak Village of Tissington; Well-4: Flower petals, leaves, seeds and other natural materials are used to create the living art installations during the Peak District and Derbyshire's busy Well Dressing season.

Marketing Peak District & Derbyshire's mission is to develop and grow a successful and sustainable tourism economy, working closely with a wide range of partners to make the Peak District and Derbyshire the destination of choice – regionally, nationally and globally.

Well Dressing is an age-old custom unique to the Peak District and Derbyshire, and is thought to date back to Roman and Celtic times, when communities would dress wells to give thanks for fresh water supplies. The tradition continues in scores of towns and villages between May and September each year, when everyone from schoolchildren to grandparents pitches in to create living art installations made from flower petals and other natural materials. The designs feature everything from biblical stories to special anniversaries, and Well Dressing festivals often coincide with carnivals and other special events.