

Lord Mayor's Day

Sheffield Children's Festival comes to a fun-filled close with Lord Mayor's Day. It was an exciting day of free entertainment for all the family. The parade will moved off from the Peace Gardens at 12 noon on Saturday 4 July, and made its way to Devonshire Green.

This year's theme for the parade is 'The Changing Face of Sheffield', and schools from across the city have joined together to tell the story of Sheffield through its people and places.

The children made large carnival structures depicting famous Sheffield landmarks, people, and key events. The children were dressed in costumes from Tudor times to present day. The parade was complemented by music from some of the city's finest marching bands.

And this year there was even more fun, when the parade finished on Devonshire Green and handed over to a music stage hosting performances and entertainment. There were stalls and refreshments on offer, making it a fun day out for all the family.

Cllr Graham Oxley, Lord Mayor, said: "Extending the Lord Mayor's parade to a full day event is a wonderful idea, allowing children and their families to truly celebrate the finale of Sheffield Children's Festival. The parade will still be as spectacular as in previous years, but there will be so much more for everybody to enjoy."

Andrew Percival, Managing Director of festival sponsor VINCI Education, said: "Lord Mayor's Day is a great opportunity for all the schools that took part in the Sheffield Children's Festival to come together and celebrate their achievements. The values of the festival fit perfectly with our involvement in Building Schools for the Future in Sheffield, and we're pleased we can support the pupils and teachers celebrate their successes and show off their months of hard work."

Richard Johnson, Children's Festival Manager, added "This year's event is much bigger than ever before. We still have a big parade, with 20 schools, community groups and businesses taking part. The event has been opened up to have a much wider reach. Much more has been invested to make the event a full day, rather than a short parade. This year's afternoon of fun on Devonshire Green builds on the success last year's event, when we had extra activities at the end of parade in Tudor Square."

The event will have a rolling programme of activities, including stage performances and demonstrations from young people and community groups. Visitors can enjoy battle re-enactments in costume from Sealed Knot, cheerleading and American football demonstrations, live music, street theatre, crafts, and a climbing wall.

With over 40 events in 22 venues over 22 days, Sheffield Children's Festival was the largest children's arts festival of its kind in the UK.

Sheffield Children's Festival is part of the city's Re:Defining the City campaign, an initiative to celebrate Sheffield as an exciting place to live, work and play. Re:Defining the City will promote Sheffield's unique assets - its heritage, its people, its culture, its enterprise and its innovative nature. The campaign will include a range of events that will highlight the architecture of the city, its contemporary and historical culture, its music, its art and, above all, its spirit. The campaign is backed by a range of organisations and principle partners are Sheffield City Council, Sheffield Hallam University and Creative Sheffield.

Creating Lord Mayor's Day has been possible thanks to the financial support from VINCI Education and Sheffield Town Trust. Sheffield Children's Festival is looking for more event sponsors for 2010. It's a high profile event, one of the highlights of the civic calendar, which attracts a lot of media coverage. Businesses interested in sponsoring the festival should contact Richard Johnson on 0114 2814050.