

**DISCOVER WINCHESTER FACT SHEETS (FESTIVALS)**

To best serve the media we are creating a one-stop-shop for key information relating to Discovery Winchester members. This will appear in the Media Information section of the Visit Winchester website.

Please fill out the following as fully as possible and return to miranda@rocketlaunch.co.uk Please also send up to five high resolution images which are suitable to be downloaded and used by the media.

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| Name of festival | Hat Fair |
| Dates of festival (inc session times) | 1st weekend in July (Fri, Sat & Sun) |
| Key media contact  | Victoria Burt |
| Key media contact email | victoria.burt@theatreroyalwinchester.co.uk |
| Key media contact phone number(s) | 01962 844600 |
| Festival location  | Throughout Winchester city centre (Fri & Sat) and North Walls Recreation Ground (Sun) |
| Festival social media handles and hashtags | Twitter – HatFairInstagram – hatfairFacebook – HatFair |
| Festival website | https://www.hatfair.co.uk/ |
| Festival description in 100 – 150 words | Hat Fair is the UK’s longest continually running festival of Outdoor Arts. For three days over the first weekend in July, this free festival in Winchester showcases the very best local, national and international outdoor artists. Singers, dancers, musicians, theatre companies, acrobats and circus-inspired acts take over the streets and green spaces of Winchester. Founded in 1974, the festival takes its name from the tradition of busking, when audiences showed their appreciation by putting money in a performer’s hat at the end of a show. Hat Fair upholds the hatting tradition by inviting some of the world’s best street performers to ‘hat’. The festival now also commissions and co-commissions artists to create performances and installations for the festival and beyond as well as inviting local community choirs, dance groups and performers to take to the stage over the weekend.The festival kicks off on the Friday with a carnival of local schoolchildren in bright and colourful costumes. Festival-goers can enjoy around 200 performances, activities and installations over the weekend, attracting audiences of over 70,000. Perfect for all ages, Hat Fair invites the public to enjoy what they know, experience something they don’t, and get involved. |
| Festival key facts No more than 10 stats and USPs  | \*Hat Fair – the UK’s longest continually running festival of Outdoor Arts – was founded in 1974 by Jonathan Kay.\*The festival is FREE to attend.\*The free festival hosts around 200 performances, activities and installations over three days.\*In July 2018 it welcomed record audiences of 70,000.\*In June 2018 the festival was named Observer’s critic’s theatre pick of the week.\* Initially conceived as a busking festival, Hat Fair takes its name from the tradition of the audience showing their appreciation by putting money in the hat at the end of the show. \*Hat Fair – is part of Without Walls (a consortium of festivals and organisations dedicated to raising the profile of UK Outdoor Arts) and co-commissions and mentors acts.\*University of Winchester students are invited to take part in the Top Hat competition where they win the chance to be mentored by the Hat Fair Director and attend the following year’s festival as a billed act.\*On Friday and Saturday the festival takes place throughout the city centre – showcasing Winchester, its heritage, people and spaces to its audiences. On Sunday, the festival moves to North Walls Recreation Ground.\* Artists come from all over the world to perform at the festival. 2019’s festival features artists from the UK, USA, Spain, Finland, Ireland, Kyrgyzstan, Australia and Belgium.\* At Hat Fair 2018, 190 professional artists, 182 community artists performed to audiences of almost 80,000. There were 4 new commissions and 45 visiting productions. There were 32 members of crew and 45 volunteers over the weekend.\*Hat Fair is organised by the charity, The Live Theatre Winchester Trust, that also runs Theatre Royal Winchester. |
| Admission charges | Free – some performances ask for a small donation |
| Photography and filming policy | Photography and filming allowed on the public realm |