

**ALNWICK RUM HELPS THE PROCLAMATIONS OF THE TOWN CRIERS!**

What better way to help lubricate the voice box than with Alnwick Rum and if you are a town crier, so much the better!

Alnwick Rum is delighted to announce that it will be supporting the 2008 Town Criers British Championships being held in Alnwick on 5<sup>th</sup> July this year. A bottle of rum in an attractive presentation box will be given to each competing crier as a memento of their visit to Alnwick and in return, their competition cry will have to feature Alnwick Rum. Ian Linsley, Managing Director of Alnwick Rum, will also help be the judge for the content of the cry, one of six categories for judging for the championships.

“When we were approached to be part of this event, we jumped at the opportunity. Alnwick was chosen over two other towns to host the championships and we are proud to be supporting the criers from throughout Britain to compete for the title,” said Ian Linsley of Alnwick Rum. “We have often supported John Stevens, Alnwick’s own crier, in previous competitions and it is a natural progression to play our part in an event in his home town.”

The 22 criers, in full regalia, will compete in the Market Place (or in the Town Hall if really wet!) by making two proclamations on given topics. They are judged by six separate judges and there will also be prizes for the best dressed crier, escort and couple as well as a People’s Champion who is the most popular crier with the listening public. It promises to be a lively, colourful and noisy event so put it in your diaries now!

-ENDS-

For further information, please contact Anne Shilton at the above address or on [anne.shilton@acdt.org.uk](mailto:anne.shilton@acdt.org.uk).