

For immediate release

Welsh Olympian leads Great Welsh Leek Relay

A leek which is being carried all the way from Bangor to Bridgend will again be used to officially open Bridgend's unique Festival event. The Great Welsh Leek Relay was first held last year to help raise the issue of food miles ahead of Feastival, the Wales Alternative Food Festival.

The relay will again be headed by double Olympian marathon runner Steve Brace and his team of elite athletes, who will run, cycle and swim the length of Wales with a freshly picked leek from a field in Buckley in north Wales, all the way down to Bridgend in time to open Feastival.

The relay will kick off in Bangor on Tuesday 27 September, weave its way down to Portmeirion by Wednesday 28, then on to Aberaeron by Thursday 29. It will leave Swansea on 30 September on a short leg to officially open Feastival at lunchtime on Friday 30 September.

Steve Brace, said: "The idea was to show how food over great distance does not travel so well. It was such an unusual thing to do and a great way to promote the beauty of Wales while raising awareness of the food miles issue. We're delighted to be involved with this unique Welsh event again this year, and so looking forward to seeing the huge support that we get en route. It helps massively."

Feastival, the Wales Alternative Food Festival is organised by Bridgend County Borough Council and is being held in Bridgend town centre on 30 September and 1 October.

Councillor David Sage, Deputy Leader of Bridgend County Borough Council, said: "It's great news that the leek relay is returning and we look forward to welcoming Steve and his team with this very unusual, very Welsh baton! It's a fun way of raising the serious issue of food miles.

"Visitors to Feastival will be pleased to know they can enjoy plenty of great, local produce which has not had to travel nearly so far."

Feastival has a whole host of new flavours this year including 'Marmite on toast' artist Nathan Wyburn, the Egg Drop Championship, a 'Leek Lobbing' competition, Little Italy and Chefs on Stilts.

You can check the leek relay's progress as they snake their way down through Wales on twitter <http://www.twitter.com/followtheleek> or #leekrelay

Full details of the event and the Facebook page can be accessed via www.walesalternativefoodfestival.com

Captions –

Image 1: Double Olympian, Steve Brace

Image 2: (L-R) Jon Embling (Bridgend Athletic Club), Steve Brace, David Loh (food artist joining the celebration at the finish line) and Alan Kerr (Bridgend Athletic Club.)

Media Enquiries –

Helen Newton at Equinox Communications on 02920 764 100 or helen@equinoxcommunications.co.uk