



PRESS RELEASE

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Raising cultural awareness

Shoreline is joining organisations and residents in raising cultural awareness and bringing communities together at the International Culture Show on Sunday January 20, 2008.

The multi-cultural event organised by North East Lincolnshire Communities Together is designed to promote awareness of different cultures and build community relations.

Ticket holders will have the opportunity to experience the different traditions and foods of other cultures, see the artistic talents of local children at the art exhibition and be entertained by a live dance extravaganza and music from around the world.

Shoreline employees will also be on hand to answer queries and outline services offered and how they can be accessed.

Shoreline neighbourhood investment officer Philippa Kenyon, who has helped arrange Shoreline's sponsorship of the event said: "We are really pleased to be able to raise cultural awareness throughout North East Lincolnshire and show our support for Communities Together who strive to promote community cohesion.

"Communities are made up of people who come from a range of cultural backgrounds. We are very proud of this diversity and feel it is important that everyone gains more of an understanding about the value of difference in us as individuals.

"We want to make sure that we reach out to all areas of the community and that everyone has access to our services."

The event follows on from last years' successful International Market – where visitors had the opportunity to sample foods from around the world and experience entertainment and music from different cultures.

Other sponsors of the show include The Grimsby Institute, Humberside Police and Havelok Homes.

Shoreline will also use the event to continue recruiting North East Lincolnshire residents for 'Community Voice' – a sounding board for people to give their opinions, ideas and suggestions on the neighbourhoods in which they live and the services Shoreline provide.

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