



Yorkshire Day gets superbrand boost

Some of the UK's most well known names are backing this year's Yorkshire Day celebrations on August 1.

Yorkshire Tea, Seabrook Crisps and the Skipton Building Society are just some of the well known brands lining up to make sure Tykes flocking to the market town of Skipton have a day to remember.

Joining them are Copper Dragon Brewery and family chocolatiers Whittakers, both with special edition products to mark the day.

Organised by the Yorkshire Society, their chairman Keith Madeley said it was fantastic that so many large and well known household names were backing the event.

"Their support demonstrates the warmth and generosity that Yorkshire is known for. All were more than happy to support us and pledge product or special editions to give out to people attending our Skipton events.

Skipton Town Council has got behind the celebration with a four day cultural festival offering something for everyone including street parties, opera and brass bands.

It's the one day of the year when we get all our Yorkshire Mayors and Lord Mayors together to celebrate Yorkshire heritage," he added. "It is the largest gathering of civic leaders at any one time."

Craven Museum & Gallery are having a Yorkshire Family Fun Day on Friday of the Festival Weekend and the local Chamber of Trade will be running a window dressing competition. Skipton town centre is marking the day and the honour of being the Yorkshire Day host with a series of cultural and tourism events.

For more details on Yorkshire Day Celebrations please visit <http://www.skiptonevents.co.uk/>

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