

European Car Free Day

promoted by Transport for London and the London Cycling Campaign in Hackney

INVITATION TO NEWS AND PICTURE EDITORS

CURTAIN ROAD GETS A BREATHER ON EUROPEAN CAR FREE DAY

Curtain Road, Shoreditch, will go car-free for the day on Saturday 22 September, joining a thousand other town centres throughout Europe in a few hours' respite from the noise, pollution and intrusion of motor traffic.

Between 10am and 7pm, you'll be able to stroll down the middle of this lively street, the site of Shakespeare's first London theatre, and enjoy a relaxed Shoreditch scene of cafes, restaurants, shops, bars and market stalls, entertained with live music and local DJs.

Chinese Elvis, the fabulous King of Wok and Roll, brings a bit of Las Vegas to the green transport theme around midday when he hands out hundreds of free bus tickets from the back of his sound system quadricycle. The London Cycling Campaign, in similarly generous mood, will be distributing limited numbers of its brand new central London cycling map free.

There'll also be free sessions of cycle training for adults and children in the morning, courtesy of CycleActive, while consultants Intelligent Space will display their influential survey work on pedestrian traffic in Shoreditch. Members of environmental transport pressure group Transport 2000 will be having a street picnic, meanwhile, complete with artificial grass, garden furniture, palm trees, and a barrel of organic beer from the nearby Pitfield Brewery.

Among the visitors expected on the day are Darren Johnson, Mayor Ken Livingstone's environment spokesperson, and Margot Wallstrom, European Commissioner for the Environment. Cycle rides will link Shoreditch to the day's other nearby car-free events at Tower Bridge and Seven Dials.

You are invited to send a representative

Time: From 11.00am (Chinese Elvis performs at 12.30)

Date: Saturday 22 September, 2001

Venue: North end of Curtain Road, London EC2

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Note to editors

European Car Free Day, which aims to show the viability of reducing car dependency, has been running since 1995, although this is only the second year that London has taken part. See www.22september.org.

Note to picture editors

There should be a number of good subjects at this event, including the very showbiz Chinese Elvis, the humorously surreal Transport 2000 street picnic, and several whacky recumbent and trade bikes being road tested.