

THE 20TH CUMBRIA EASTER RALLY

The UK's biggest, free classic commercial vehicle rally celebrates 20th Anniversary

31ST MARCH – 1ST APRIL 2018

KIRKBY STEPHEN AND BROUGH, CUMBRIA

Over 250 vintage buses, lorries and commercial vehicles on show. Free admission, free bus rides, Saturday evening road run through the fells, food & drink stalls and vintage funfair.

The Cumbria Easter Rally, the UK's biggest, free commercial vehicle rally celebrates its 20th anniversary when the picturesque event returns to Kirkby Stephen and Brough on 31st March and 1st April 2018.

Held at locations in the **Upper Eden Valley** and in the **Cumbrian North Pennines'** area of outstanding beauty and the new extended **Yorkshire Dales National Park (Westmorland Dales)**, the annual two-day event attracts thousands of people to **South East Cumbria** over the Easter weekend.

Well-preserved and lovingly restored **vintage lorries, buses, coaches, Land Rovers, military, utility vehicles, tractors and other farming vehicles, vans, wagons and old pedal bikes** will be showcased across various sites across Kirkby Stephen and Brough with donation-only classic bus rides between them.

The classic bus route will start at **Kirkby Stephen station** on the Settle-to-Carlisle Railway. This delightful Victorian station will be the gateway to the event with a display of the history of the station and railway courtesy of the Friends of the Settle-to-Carlisle Railway and will include a refreshment café.

A highlight of the **20th Classic Easter Rally** is the amazing road run through the fells taking place on **Saturday 31st March**. The evening procession will delight the crowds lining the route as the fells of the Westmorland Dales create a spectacularly beautiful backdrop for professional photographers and Instagrammers alike to take pictures of the procession of classic trucks and buses.

Entry is free for exhibiting historic, commercial vehicles and the free, family-friendly event features a vintage funfair and other activities for children, plus local artisan craft and food stalls and extended parking to manage visitor numbers comfortably. For some, the Rally is two days of nostalgia and for others it provides a fascinating visual history of commercial vehicles.

From 2018 onwards **Encounter Eden**, a not-for-profit, social enterprise designed to give the area an economic boost with a series of events in the region will co-ordinate the classic commercial vehicle rally. The Rally was organised for the last 19 years by the **Eden Classic Vehicle Group** and the now-retired Hamer Family (returning as 2018 exhibitors).

Entry forms are available from <http://www.encountereden.com>. Entry to the public is Free.
or <https://www.facebook.com/edenclassicvehiclegroup/>
Email contact: easterrally@encountereden.com

QUOTE:

Nanette Rigg of Encounter Eden: ‘Nineteen years ago Will and Claire Hamer and their family established and built a fantastic event for Eden and South East Cumbria. In 2017 the commercial vehicle exhibitors enthusiastically reporting that the Cumbrian Easter Rally is the best event of their season and the local people and businesses widely proclaiming the event as an important flagship for the area. Encounter Eden is looking forward to working with the communities in Kirkby Stephen and Brough to continue and build upon their much-loved tradition to host another special event in 2018.’

RALLY SITES:

- Grand Prix yard in Brough – classic vehicles and stalls; parking across the road
- Geoff Atkinson’s yard in Brough – The Bedford Enthusiasts Club
- Jubilee Park in Brough – vintage pedal bikes
- Kirkby Stephen Station on the Settle to Carlisle Railway – a café with coffee, hot chocolate, & ice cream, an exhibition by the Friends of the Settle to Carlisle Railway and the start of the bus service.
- The Auction Mart in Kirkby Stephen – vintage vehicles and stalls. Limited camping for exhibitors. Please reserve.
- Market Square and Market Street Kirkby Stephen – vintage vehicles displayed and craft/artisan and food stalls as well as stalls for motor enthusiasts.
- The Mountain Rescue station in Kirkby Stephen – vintage military vehicles – be sure to wear your WWII costume; hot drinks courtesy of the Rotary Club.
- Kirkby Stephen Grammar School – event parking
- The Kirkby Stephen CoOp car park – displays on Sunday only.
- Kirkby Stephen Parish Church – ‘the Cathedral of the Dales’ – bric-a-brac and cafe
- The Stainmore Railway (Kirkby Stephen East) – stalls, cafe and classical trains on display
- Winton Craft Fair

SCHEDULE FOR THE WEEKEND:

The free bus service from Kirkby Stephen Railway Station to Brough – buses run in approximately 15-minute intervals. First bus 10:00. Last bus 16:30.

Road Run on Saturday 31st March at 16:30 starting at Kirkby Stephen Railway Station and from Grand Prix in Brough. If you want to take a bus to join the route please be at Kirkby Stephen Station at 16:10.

ABOUT:

The Hamer family, which also run Cumbria Classic Coaches, has organised the Cumbria Easter Rally since its inception 19 years ago. This year’s rally will be the first one organised by Encounter Eden as the Hamers retire from the coordinating role. Encounter Eden is a social enterprise that has been set up to showcase Eden and South East Cumbria as a visitor and business destination.

www.encountereden.com



Worlds End Studios
132-134 Lots Road
Chelsea, London SW10 0RJ

020 7349 7031 name@alchemylifestyle.co.uk

Speaking about her retirement, Ali Morriss nee Hamer commented, 'It has been fantastic to see how the rally has grown in popularity over the years. I love the way local community organisations open their doors to visitors during the rally to sell teas, coffees, cakes and bacon butties, it is a fantastic opportunity to raise money for their clubs and societies.' 'I'm absolutely delighted that Nanette Rigg from Encounter Eden has come forward to take over the coordination of the rally. It has always been a team effort and many of the rally volunteers have already committed to continue working with Encounter Eden so that the Rally will be around for years to come to maintain momentum and keep the wheels turning. And don't be surprised to see a few of the Hamer family helping out too!'

For further information please contact:

matt@alchemylifestyle.co.uk 07966781138 james@alchemylifestyle.co.uk 07515709916