



## **Alton Towers Resort unveils vibrant art sculpture created by children as thousands flock to the first weekend of Mardi Gras**

**Tuesday 24<sup>th</sup> May** - Hundreds of students are behind a special art sculpture unveiled by Alton Towers Resort as part of its Mardi Gras celebration, and is now set to be seen by thousands over the coming weeks as it takes pride of place at the event.

Pupils from across Staffordshire schools have come together to create the colourful and poignant art piece as part of Mardi Gras taking place from May 21<sup>st</sup> to June 19<sup>th</sup>, which sees the Resort totally transformed into a carnival-style event thanks to an explosion of colours, sounds and high-energy entertainment – of which the sculpture will take centre stage for the entire run.



Umbrellas, which are the accessory of choice at Mardi Gras parades due to the seasonal rainy weather in the southern American states, were donated to schools in the local community for them to design and decorate based around several themes including 'celebration', 'carnival' and 'what community means to you'.

From the Queen's Platinum Jubilee, wellbeing and mindfulness, to bright and vibrant flowers and traditional Mardi Gras theming, the umbrella globe is now displayed as a focal point as part of the Mardi Gras celebration.

Ten schools were involved in the project and have been invited to the Theme Park to see their creations, including Forsbrook C of E Primary School, Ryecroft CE Middle School (Rocester), Painsley

Catholic College (Cheadle), Denstone College, All Saints CE Academy (Denstone), JCB Academy (Rocester), Blythe Bridge High School, Abbey Hill School and Performing Arts College (Meir), St Peters C of E First School (Alton) and Queen Elizabeth Grammar School (Ashbourne).



The pupils will now all be invited to see their artwork over the half-term holiday and bank holiday weekend when Mardi Gras is expected to attract thousands set to join the party atmosphere.

Mrs Johnson, who lead the project for Blythe Bridge High School, said: "I really enjoy working with Alton Towers Resort on their community art project. The project really develops our students creative thinking and allows them to be very expressive. I think it's important that students work on community projects so that they see their artwork viewed by the wider the community outside of their school setting."

The new piece has been installed in front of the iconic Alton Towers backdrop, alongside last year's pilot community project of guitars.



Ms Alston from Ryecroft Middle School in Rocester has joined the project for a second year and finds it beneficial to students in many ways, she said: "The immediate impact of this project has been how enthusiastic and excited pupils were to take part. It has given us an opportunity to work on a 3D project and year 6 pupils have enjoyed taking part during SATS week as a mindful stress relieving activity."

Chris Carter, Events and Entertainments Director at Alton Towers Resort, said: “Mardi Gras is celebrated around the world and it invites people from all communities to come together to enjoy music, entertainment, delicious food, parades and parties.

“We are really excited to see the return of our Mardi Gras inspired takeover at Alton Towers Resort – the core of Mardi Gras worldwide is about bringing people together and celebrating your local community, which is something we are really keen to tap into. We’ve got an incredible line-up of live entertainment, each themed area of the park will be represented by its own Krewe, and every day we will be crowning carnival Kings and Queens in a lavish masquerade ceremony, which we’re sure our guests will love.”

Mardi Gras is one of the world’s most popular celebrations famous for elaborate parades, decadent food and desserts, colourful ensembles and eye-catching decorations. Originating in New Orleans and synonymous with a “good time” the celebrations now span the globe. From the event’s very own must-have vibrant dessert, ‘King Cake’, to the decorative masks worn by party-goers and showstopping costumes, Mardi Gras is an unforgettable family experience. The Resort’s take on Mardi Gras will see guests experience live music, street performers and themed food, creating a fantabulous feel-good family atmosphere not to be missed.

Inspired by the core essence of Mardi Gras worldwide, bringing people together and celebrating their community, each themed area of the park will also be represented by its own ‘Krewe’, with the brand-new Towers Street Krewe for 2022. The Krewes will be flamboyantly dressed atop its own showstopping static parade float and throughout the day, each Krewe will be ‘takin’ it to the streets’ for some high-energy live entertainment filling the Theme Park with all the colours and energy that Mardi Gras has to offer. At the start and end of each day on Towers Street, at the main entrance, all the Krewes will come together for the ultimate finale, offering guests a wondrous chance to pick their favourite and get into the Mardi Gras spirit!

Mardi Gras is a celebration to indulge all the senses and the taste buds are no exception. During the event guests will be able to choose from delicious ‘Dirty Dogs’ hotdogs, smokery burgers, pulled pork and ribs for a real South American BBQ flavour, or try a Louisiana staple fish-filled fancy Po’Boy sandwich. They’ll also be able to indulge in a traditional Mardi Gras inspired King Cake, fried and glazed to tickle the tastebuds.

For the very first time in the Resort’s history, guests will also be able to enjoy a wonderfully themed unique Lakeside bar experience with floating pontoon seating on the lake of the iconic Alton Towers, offering guests stunning views across the Resort and from the heart of the celebrations.

Guests will also have the chance to ride the Resort’s thrilling world-class rollercoasters and experience the first-class family attractions as the sun goes down.

Mardi Gras will take place from 21<sup>st</sup> May – 19<sup>th</sup> June. For more information and to book, visit: [Mardi Gras Spring Event | Alton Towers Resort](#)

**ENDS**

### **Notes to Editors**

Accompanying photo assets can be found here: <https://www.dropbox.com/scl/fo/ggmhp7ectrz82tpasqq2b/h?dl=0&rlkey=fmcoio491i2f2zasz7zs0ush0>

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### **About Alton Towers Resort**

Escape to Alton Towers Resort in 2022 and get ready to experience three new fantastical attractions at CBeebies Land! Hey Duggee Big Adventure Badge, Andy's Adventures Dinosaur Dig, as well as JoJo & Gran Gran At Home will join the attractions in CBeebies Land; the perfect place for children to learn, play and inspire their imaginations, as well as meet some of their favourite CBeebies friends! Bingsters will also be able to enjoy the ultimate sleepover in brand-new Bing-themed bedrooms at the UK's only CBeebies Land Hotel.

Throughout 2022, as well as launching amazing new attractions, the Resort will be hosting a season of thrilling events for the nation to enjoy including celebrating 15 years of Scarefest, as well as the return of Mardi Gras, Oktoberfest and Fireworks Spectacular, plus an exciting brand-new event, Festival of Thrills.

Alton Towers Resort provides the ultimate staycation option with five uniquely themed hotels and accommodation options for a truly unforgettable escape for friends, families and thrillseekers alike.

Alton Towers Resort will continue to have some additional hygiene and safety measures in place, designed to ensure a happy, safe and healthy experience for all guests and employees. The latest information on this can be found [here](#).

For more information about Alton Towers Resort or to book your fantastical escape, please visit [www.altontowers.com](http://www.altontowers.com)