



MG Heritage Festival Launch

The Royal Windsor MG Heritage Festival Launch – Monday 28th April 08 – 7.30pm

Building on the spectacular successes in 2002 and 2005, when the Rotary Club assembled in Windsor two of the largest and most varied collections of Rolls Royce and Aston Martin cars ever seen, we are today planning yet another unique festival to celebrate another famous British car marque, the MG.

It is proposed that more than 300 MG cars, including representatives of all the Marques ever built will assemble in Windsor, drive up Castle Hill and enter Windsor Castle through St George's Gate. The cars will then proceed slowly through the private grounds passing the saluting dais where the cars will be reviewed. In 2005 there was National press and TV coverage of The Aston Martin Rally and it is expected that this will event will have a similar high profile. In that year 10000 spectators lined the roads in Windsor and at the Frogmore Parade Ground off The Long walk where the cars will once again be available for viewing by the public from 2pm following the parade.

All of this and much more, is being organised to raise funds for local Charities via The Prince Philip Trust Fund for The Royal Borough of Windsor & Maidenhead and Rotary. All car owners taking part in the parade will contribute £75 to the Trust Fund/ Rotary charities as a donation plus and the Festival will include many other fund raising activities are being arranged over the weekend.

We wish to invite local companies who would like support this unique event to a special Launch hosted very kindly by The Mercure Castle Hotel on Monday 28th of April at 7.30pm. A buffet, drinks & special car themed entertainment will be provided. We are asking for a contribution of £15 to Rotary Charities.

To commemorate this exclusive gathering the Club is producing a full colour souvenir programme. This will be similar to the one produced for The Aston Martin Rally and copies will be available

at the Launch as well as the opportunity to see the special TV footage of the previous Rally on The Queen's 80th Birthday Celebrations BBC DVD. As well as being a fantastic record each of the 30000 MG owners Club members will also receive a copy of the souvenir programme in early 09. It will also be the entrance ticket costing £5 per family for the general public to view the cars when they are assembled in Frogmore Parade Ground off the Long Walk following the drive past.

MG cars have had a long and famous British Heritage since the 1920s both in Motor sport and as the iconic British sports car being produced in later years by a number of manufacturers including Morris Cars, Austin, BMC & British Leyland. Now after only a two year production gap SAIC Motor Company in China will further input resources into Longbridge again, with both a special limited edition of the MG TF and a new model off the production line being planning during 2009.

This heritage combined with The Royal Windsor connections will ensure that there will be great interest in this MG Heritage Festival. All profits from the Festivals events will also be donated to the Prince Philip Trust Fund & Rotary Charities. By local companies taking advertising in the Souvenir Programme you will be supporting this excellent cause.

Other ways of sponsorship & attendance at the various fundraising events are possible.

Please RSVP to David Shaw with your confirmation that you would like to be involved in some way and become a supporter of The Prince Philip Trust Fund and Rotary projects.

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