

Let them knit cake

Helmsley launches World's first Knitted Cake Festival

Helmsley, in North Yorkshire, is to host what is thought to be the world's first Knitted Cake Festival this September - and is calling on people across the county/country to send in their stitched scones and crocheted cupcakes to help raise money for charity.

With the North York Moors laying claim to the title of 'Britain's Capital of Cake', and Helmsley home to many fantastic tea rooms, coffee shops, bakeries and delis, Christine Bentley, the owner of Castle Stores Wool Shop in Helmsley, and her friend and customer Anna Lupton from Ampleforth, decided to launch their own homage to the cake - with zero calories.

Entrants to the competition must knit or crochet a cake of their choosing, which will then be displayed from 1st-25th September 2015 at Castle Stores on Church Street in Helmsley. From 26th September the cakes will be made available for members of the public to buy.

The money raised through the festival will be split between the Malton Norton & District Hospital League of Friends and Sheffield Children's Hospital.

Prizes up for grabs include a night at Anna's award winning Carr House Farm B&B near Ampleforth, afternoon Tea at the famous Ampleforth Abbey Tea Room, an evening with the Castle Stores Knitting Group, goody bags of Stylecraft Yarn or King Cole Yarn and Castle Stores gift vouchers. On judging day (25th September) there will also be an Alice in Wonderland themed fancy dress competition held in store, with the prize a family ticket to the acclaimed International Centre for Birds of Prey at Helmsley's Duncombe Park.

Christine Bentley, the owner of Castle Stores, commented: "Everyone loves cake and we're very proud of the North York Moors' reputation as the Capital of Cake. We wanted to put our own spin on it, and help raise money for some very worthwhile charities at the same time. After the success of our fantastic Christmas Yarn Bomb for Small Business Saturday, we wanted to create another knitting challenge, but this time ask people from beyond the town to get involved. We can't wait to see the entries - whether your favourite is a Victoria Sponge, a Yorkshire Curd Tart or an elaborate ten tiered wedding cake, this is one bit of baking which is guaranteed to rise to the occasion, with no soggy bottoms!"

Entries must be sent, along with a £3 entry fee, to the address below by 1st September and will be on display for visitors to come and see until 25th September, when the judges will choose their winner. Cakes will then be sold to raise additional funds for the charities, so unfortunately cannot be returned.

Christine Bentley
Castle Stores
27 Church Street
Helmsley
York
YO62 5AD

For more information about the Knitted Cake Festival please visit www.worldkcf.co.uk .
For more information about Helmsley go to www.visithelmsley.co.uk or for details about the North York Moors 'Capital of Cake' visit www.capitalofcake.com

Ends

For further media information or images please contact: Shona Nutter on 07714 953919 or shonanutter@googlemail.com

Notes to editors:

Helmsley in Business is a group of 51 businesses working together to ensure the continuing success of the North Yorkshire town of Helmsley. Members include: Agnus & Co; Auntie Anne's Bakery; Bay Clinic; Black Swan Hotel; Bridge Antiques; Browns of Helmsley; Castle Stores; Carters Country Wear; Celebrate Country Cake; Claridges; Crema Coffee Shop; Cut Price Bookshop; Duncombe Sawmill; Duncombe Park Gift Shop; Duncombe Park Partnership; Elijah Todd; English Heritage; Feversham Arms Hotel and Verbena Spa; Helmsley Art Centre; Helmsley Brewery; Helmsley Galleries; Helmsley Post Office; Helmsley Town Hall; Helmsley Traditional Sweet Shop; Helmsley Walled Garden; Helmsley Wines; Honeysuckle Cottage; Hunters of Helmsley; International Centre for Birds of Prey; JEB Taxis; KVA Planning; Libby Butler Jewellers; Look Gallery; Marleys Butchers; Millers Knitwear; No. 54 B&B; North York Moors National Park; Pennita Fashions; Porters Coffee Shop; Retals; Saltbox Gallery; Scotts of Helmsley Fish and Chip Shop; Spear Travels; The Beauty Room; The Feathers; The Stickman; Think Fresh; Thomas of York; Thundercliffes; Viva Hair; and Yorkshire Deals.

Helmsley is a market town in the Ryedale District of North Yorkshire, often referred to as the 'Gateway to the North York Moors'. It is popular with tourists for its characterful Market Place, historic architecture, the wide range of quality independent shops, and the excellent selection of accommodation, pubs, cafes and restaurants, many of which are award-winning. There are also plenty of interesting activities and attractions available on the doorstep including The International Centre for Birds of Prey, Helmsley Castle, Rievaulx Abbey and The Walled Gardens. Helmsley also marks the start of the Cleveland Way, which is popular with walkers and loops round the National Park to end up at the coast near Filey.

For more information log on to www.visithelmsley.co.uk