

A song and dance

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By Steve Clow



UP AND AWAY: Chelmsford Borough Council leader Mike Macrory is joined by colourfully dressed CAODS members (left to right) Maureen Booth, Jean Pinkney, Anita Marlborough, Barry Holder and Dave Yetton.

THERE was a real song and dance when Chelmsford Borough Council relaunched its free community event promotion scheme in the town centre on Saturday.

Colourful characters from Hello Dolly, the forthcoming all-singing, all-dancing production by Chelmsford Amateur Operatic and Dramatic Society helped publicise the scheme which enables organisers of local events to benefit from free publicity and promotion by registering with the council.

Your events can then be listed in a special diary within the Council's quarterly LIFE! publication which goes out to 63,000 homes as well as on the website www.chelmsfordbc.gov.uk

It will also be listed on the Events Telephone hotline 01206 751111 ext 7333 and be forwarded to 107.7 Chelmer FM.

The Events Team have once again joined forces with Essex Buses who will advertise the registration scheme on a specially painted double decker.

■ If you would like to promote your event contact the Events Team on 01245 606985/6, fax 01245 606977 or email them on Yourevents@chelmsford.gov.uk

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HELLO DOLLY: Young Isobel Smith is presented with balloons by Jean Pinkney from the cast of Hello Dolly.