

# Welcome to Yorkshire

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## **Yorkshire on show in New York!**

Yorkshire is taking New York by storm in a series of events to promote the county stateside.

Welcome to Yorkshire is hosting the New York round of the prestigious Leeds International Piano Competition which, for the very first time, is taking its heats across the world including Berlin, Singapore and New York. The Competition, which first began in 1963, showcases the world's greatest young pianistic talent and is regarded as the most coveted prize in the piano world.

The New York reception on Tuesday 10<sup>th</sup> April will be held at the famous Steinway Hall in Manhattan in front of a hundred special guests including New York dignitaries and top New York media. The guests will not only hear incredible recitals by some of the globe's greatest pianists but will also learn about all that's wonderful in God's Own County. This will be followed by the New York heats of the Competition on the 11<sup>th</sup> and 12<sup>th</sup> April at the Norman S. Benzaquen Hall at the DiMenna Centre in New York City.

Welcome to Yorkshire is also flying over one of the county's six Michelin-starred chefs to cook up a Yorkshire feast for The British Consulate and top New York travel writers. James Mackenzie of the Pipe and Glass in Beverley has developed a stunning Yorkshire themed menu for a special lunch to be hosted at The Clocktower, on New York's famous Madison Avenue, on Wednesday 11<sup>th</sup> April. The restaurant, one of New York's finest, is owned by Michelin-starred chef Jason Atherton who is originally from Sheffield.

Guests will be treated to Slingsby Rhubarb Gin cocktails, Yorkshire seafood, beef braised in Yorkshire ale and of course our classic Yorkshire pudding! The meal will be rounded off with Yorkshire parkin served with our famous Yorkshire Tea!

James Mackenzie, Chef and Owner of the Pipe and Glass near Beverley said: 'I'm a huge advocate of Yorkshire produce; we have some of the best quality ingredients in the world and it's what makes our food stand out from the crowd. I can't wait to share that with our guests in New York. They're in for a real treat! It's the perfect opportunity to show off our stunning county through its stunning food.'

Sir Gary Verity, Chief Executive of Welcome to Yorkshire said: 'These are two fantastic opportunities for us to take the Yorkshire brand across the Atlantic. We already welcome hundreds of thousands of Americans to Yorkshire each year and we hope this trip will inspire even more people to come and experience our great county for themselves.'

'We're honoured to be working with the Leeds International Piano Competition to host this hugely prestigious event and incredibly proud that two Yorkshire Michelin-starred chefs James Mackenzie and Jason Atherton are coming together to help us shout about the amazing food and produce our county is becoming world famous for.'

**- ENDS -**

**Images: James Mackenzie, The Pipe and Glass, near Beverley  
A Taste of Yorkshire**

**Editors' Notes:**

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
  - Tourism in Yorkshire is worth £8 billion annually
  - The county's tourism and hospitality industry employs almost a quarter of a million people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

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**About The Leeds International Piano Competition ([www.leedspiano.com](http://www.leedspiano.com))**

The Leeds International Piano Competition has long been regarded as the most coveted prize in the piano world and internationally acclaimed for introducing some of the greatest pianists of our time. Artists including Radu Lupu, Murray Perahia, and Sunwook Kim launched their careers by taking first prize at ‘the Leeds’; Sir András Schiff, Mitsuko Uchida and Lars Vogt, meanwhile, are among the Competition’s acclaimed finalists.

With her late husband, Dr. Geoffrey de Keyser and with Marion Thorpe CBE, then the Countess of Harewood, and with the support of Jack and Roslyn Lyons, Dame Fanny Waterman founded the Leeds International Piano Competition in 1961. The first event followed in 1963.

The Competition is rightly recognised by the international musical community as one of the world’s most important platforms for the emerging generation of young professional pianists, offering outstanding talents invaluable opportunities to advance their careers and develop into the great artists of the future.

Remaining Life President, Dame Fanny stepped down from an active role in the competition in August 2015, when Adam Gatehouse and Paul Lewis were appointed Artistic Directors.

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