# Faerie Festival attendance surges fivefold as world record attempt enchants Alfriston



The Faerie Festival, an enchanting annual event in Alfriston, celebrates the whimsical world of folklore, creativity, and community spirit. This year, from May 19 to 21, festival-goers enjoyed a lively blend of live performances, workshops, and artisan marketplaces. Organiser Matthew Callow, who founded the festival at just 16 years old, noted the festival's remarkable growth, with attendance leaping from a mere 100 participants to 500 this year.

This year’s festival showcased a diverse range of activities, including yoga, drumming, tai chi, and shamanic journeys, underscoring a commitment to holistic wellness and community engagement. The picturesque village of Alfriston, nestled in the scenic Sussex Downs, served as the perfect backdrop for the festivities. It also offered over sixty stalls featuring faerie-themed goods like crystals, wands, and wings, creating a truly immersive experience for attendees.

In a bid to add an element of excitement, this year Callow initiated a world record attempt that captured the attention of participants and onlookers alike. The aim was to orchestrate the largest-ever gathering of people saying “I Do Believe in Fairies” whilst clapping their hands, a homage to the classic tale of Peter Pan. Speaking about the initiative, Callow mentioned, “It was a really fun thing to do and it broke the ice. It was such a happy vibe – I couldn’t stop laughing.” Despite the challenges posed by warm weather on the day of the attempt, 152 festival-goers managed to take part, with the event being carefully documented to fulfil world record verification requirements.

The Faerie Festival not only serves as a celebration of fantasy but also as a platform for promoting inclusivity and community values, with sessions dedicated to female empowerment and healthy living. The vibrant atmosphere, coupled with a sense of belonging, has established the festival as a cherished tradition in Alfriston. As it continues to grow, the Faerie Festival promises to remain a beacon of creativity and joy in the heart of Sussex, drawing both locals and visitors eager to partake in its magical allure.

The sense of community fostered during the festival is palpable, with attendees often citing the shared experiences as a highlight of their year. As Callow looks to the future, he hopes to expand the festival’s offerings while maintaining the spirit of togetherness and wonder that defines this unique event.

## Reference Map:

* Paragraph 1 – [[1]](https://www.theargus.co.uk/news/25182264.alfriston-festival-attendees-attempt-fairy-world-record/?ref=rss), [[5]](https://www.magicalfestivals.co.uk/press-release)
* Paragraph 2 – [[2]](https://www.sussexexpress.co.uk/whats-on/arts-and-entertainment/watch-drummers-at-alfristons-annual-faerie-festival-4153684), [[4]](https://www.inyourarea.co.uk/news/join-east-sussex-faerie-festivals-world-record-attempt)
* Paragraph 3 – [[1]](https://www.theargus.co.uk/news/25182264.alfriston-festival-attendees-attempt-fairy-world-record/?ref=rss), [[6]](https://www.novahalo.co.uk/event-details/east-sussex-faerie-festival-2023)
* Paragraph 4 – [[3]](https://www.sussexexpress.co.uk/arts-and-culture/faerie-festival-to-take-flight-in-the-village-of-alfriston-4138037), [[5]](https://www.magicalfestivals.co.uk/press-release)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.theargus.co.uk/news/25182264.alfriston-festival-attendees-attempt-fairy-world-record/?ref=rss> - Please view link - unable to able to access data
2. <https://www.sussexexpress.co.uk/whats-on/arts-and-entertainment/watch-drummers-at-alfristons-annual-faerie-festival-4153684> - The Alfriston Faerie Festival, held from May 19 to 21, 2023, featured performances by drumming groups Earthquake and Stix. Organiser Matthew Callow expressed his delight with the event, noting it as one of his favourites in sixteen years of organising. The festival offered a variety of activities, including yoga, shamanic journeys, dance workshops, tai chi, magical crafts, Pagan storytelling, drumming sessions, and live music. A mystical market area with over 60 stalls sold items like wings, wands, crystals, and other faerie-themed goods. The village of Alfriston, nestled in the Sussex downs, provided a picturesque backdrop for the event. ([sussexexpress.co.uk](https://www.sussexexpress.co.uk/whats-on/arts-and-entertainment/watch-drummers-at-alfristons-annual-faerie-festival-4153684?utm_source=openai))
3. <https://www.sussexexpress.co.uk/arts-and-culture/faerie-festival-to-take-flight-in-the-village-of-alfriston-4138037> - The Alfriston Faerie Festival, scheduled for May 19 to 21, 2023, is set to feature a range of activities, including a children's space run by local entertainment groups, performances, workshops, and a mystical market area with over sixty stalls. The festival is renowned for its immersive faerie-themed experience, featuring live music, workshops, mystical market stalls, and performances. The village of Alfriston, nestled in the Sussex downs, provides a picturesque backdrop for the event. ([sussexexpress.co.uk](https://www.sussexexpress.co.uk/arts-and-culture/faerie-festival-to-take-flight-in-the-village-of-alfriston-4138037?utm_source=openai))
4. <https://www.inyourarea.co.uk/news/join-east-sussex-faerie-festivals-world-record-attempt> - The Alfriston Faerie Festival, celebrating its 18th year, is set to make history with a magical world record attempt. Festival-goers will come together to participate in the largest-ever gathering of people saying “I Do Believe in Fairies” and clapping their hands at the same time. The record-breaking event is scheduled for Saturday, May 17, at 6pm, during a joyful celebration of magic, folklore, and community. The festival is renowned for its immersive faerie-themed experience, featuring live music, workshops, mystical market stalls, and performances. ([inyourarea.co.uk](https://www.inyourarea.co.uk/news/join-east-sussex-faerie-festivals-world-record-attempt?utm_source=openai))
5. <https://www.magicalfestivals.co.uk/press-release> - The Faerie Festival, held annually in Alfriston, is a celebration of folklore, music, and creativity, featuring live performances, workshops, and a marketplace selling artisan goods. The 2023 festival, held from May 19 to 21, included activities such as yoga, dance, healthy eating, female empowerment, foraging, drumming, crafts, circus skills, meditation, shamanic journeys, and gong baths. The festival has grown over the years, with attendance increasing from 100 to 500 this year. Organiser Matthew Callow, who started the festival at the age of 16, decided to attempt a world record this year. The record attempt involved the largest-ever gathering of people saying “I Do Believe in Fairies” and clapping their hands at the same time, in reference to Peter Pan. The event was filmed, and written statements were taken for the attempt submission. ([magicalfestivals.co.uk](https://www.magicalfestivals.co.uk/press-release?utm_source=openai))
6. <https://www.novahalo.co.uk/event-details/east-sussex-faerie-festival-2023> - The East Sussex Faerie Festival 2023 is scheduled for Saturday, May 20, at Pleasant Rise Farm in Alfriston. The event is set to feature live music, workshops, mystical market stalls, and performances. Nova Halo, an alt-pop songstress, is among the performers for the event. ([novahalo.co.uk](https://www.novahalo.co.uk/event-details/east-sussex-faerie-festival-2023?utm_source=openai))
7. <https://www.magicalfestivals.co.uk/the-magical-camp> - The Magical Camp, a peaceful and uplifting weekend in the beautiful Sussex countryside, is scheduled for September 15 to 17, 2023, at Alfriston Campsite. The event includes activities such as yoga sessions, live music, rune magic talks, breathwork workshops, foraging walks, and an autumn equinox ritual. Tickets are available for purchase on the website. ([magicalfestivals.co.uk](https://www.magicalfestivals.co.uk/the-magical-camp?utm_source=openai))