

Agency wins food festival brief

Birmingham PR, content and video agency Reeves Media has retained the brief to promote the city's upcoming [Colmore Food Festival](#).

The annual festival will return to the business district in July after a four-year hiatus caused by the covid-19 pandemic and last summer's Commonwealth Games.

It will also have a new home for the first time in its history, [relocating from Victoria Square to the grounds of Birmingham Cathedral](#), and will again feature a host of different food and drink operators from the Colmore Business District.

Colmore Row-based Reeves Media will deliver the PR and social media campaign for the festival which takes place on July 21 and 22.

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It continues a relationship spanning the entire history of the food festival which celebrates its tenth outing in 2023 and attracts around 30,000 visitors each year. The list of bars,

restaurants and cafés which are taking stands at the event will be announced in the coming weeks.

In a separate announcement, the agency has appointed Matt Walker as its new managing director, marking a return to the firm where he started his PR career as an account executive ten years ago.

In the five years since leaving the agency, he has worked in senior communications roles in the built environment, most recently heading up internal and external communications for national property and construction consultancy Ridge and Partners.

Mr Walker said: “The team has worked on the festival every year that it has taken place and are hungry to get going to ensure a lively and fun-packed campaign.

“The food festival project is always fun, particularly working with vendors before the event to shine a spotlight on the brilliant food and beverage offering within the district as well as covering the event itself.

“Everyone involved is champing at the bit to start the campaign following the four-year break and have planned a range of activities to whet people’s appetites for this special anniversary event.”

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Speaking of his appointment, he added: “I’m excited to be back with the Reeves Media team and shaping the next phase of the business’ growth. We have fantastic clients across the region and are underpinned by a talented and creative team.

“Now, we are ready to make a splash in growth sectors including property, manufacturing and automotive.”

The agency’s founder Clive Reeves has now moved into a chief executive role.

He said: “This is the execution of succession planning with home-grown talent and I’m pleased that Matt recognises the potential our business has and the opportunities there are for the future.

“We’re in a good position to change leadership, with great clients and a good culture that’s been recognised with a national Workplace Champions award. I’m confident that Matt will be leading a very successful enterprise.”

Michele Wilby, chief executive of [Colmore Business Improvement District](#) which organises the food festival, added: “We are looking forward to working with Reeves Media as they have some great ideas to promote the festival.

“We have worked with them before and know that they will bring innovation and fun both before and during the festival.”

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