

## PRESS RELEASE

### **Northampton Music festival returns**

*1<sup>st</sup> April 2019:* The Northampton Music Festival will remain in the town centre for the twelfth year running – thanks to substantial sponsorship from Northampton town centre Business Improvement District (BID).

The 2019 festival, which will celebrate the town's rich music culture, will include six stages, local and UK talent, and will be enjoyed by thousands yet again this summer.

Crowds are expected to flock to see 500 rock, pop, opera and classical musicians and artists perform at the free event across the town centre on **Sunday 16<sup>th</sup> June**.

Rob Purdie, BID executive director says the continued sponsorship of the music festival reiterates the BID's commitment to promote and improve the town centre. He said: "It is fantastic to be able to sponsor and support one of the most significant events on the town centre calendar. The BID has been crucial in helping develop the festival over recent years, and we have already started working closely with organisers to ensure Northampton Music Festival 2019 is even better than ever – another vibrant occasion which will pull thousands of visitors into the town centre to celebrate the local music scene, while raising the profile of the town and its businesses in the most spectacular way. We can't wait."

The six stages will be located at:

1. Market Square – the main stage
2. All Saints Piazza – classical and choral
3. The Platform, George Row – University of Northampton and Northampton College (daytime) and BBC Introducing (evening)
4. Abington Street – Northampton Ukulele Group and Umbrella Fair
5. The Guildhall Courtyard – Jazz stage
6. NN Contemporary Art Courtyard – New Boot stage

Graham Roberts, festival organiser said: “We are delighted to have Northampton town centre BID on board again as one of our lead festival sponsors in 2019. It is through their support that we have been able to develop the event over the years and keep it running in the heart of Northampton – our town centre. We’re expecting thousands of people to come along to enjoy a day of music and fun, and things are certainly getting exciting now that we are in the midst of our planning. We have confirmed our six stages, which will be dotted around the town centre, and are working on some other exciting ideas to make the festival even bigger and better than before. All this is possible through support from the BID and others in the local music and business community.”

### **Calling all Food & Drink businesses**

The BID will be promoting all town centre cafes, bars and restaurants to visitors at the music festival – with lots of social media activity and videos, a directory of food and drink business, leaflets at key events and an online directory. BID businesses that want to get involved in this free promotional opportunity can contact [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

For more information on the Northampton Music Festival visit:

[www.northamptonmusicfestival.co.uk](http://www.northamptonmusicfestival.co.uk).