

## **Chase & Marshall from PAW Patrol will entertain crowds at Northampton's lights switch-on**

Special guests **Chase & Marshall from PAW Patrol** will make an appearance at the town centre's festive lights switch-on, all thanks to Northampton town centre Business Improvement District (BID).

Families and fans will be able to see the heroic pups at their base in Market Walk Shopping Centre at intervals **between midday and 4pm on Saturday 24th November** ahead of the festive event.

The canine duo will then head over to the Market Square for the lights switch-on itself at 5pm – to join other special guests and this year's Panto stars for the Borough Council co-ordinated event.

Rob Purdie, BID executive director said: "To be able to support the town's Christmas lights switch-on in this way is fantastic and we are very excited about offering PAW Patrol fans chance to meet their favourite TV characters in the lead-up to the annual switch-on. Chase & Marshall from PAW Patrol are really popular so we are expecting crowds of extra visitors to the area and a real buzz and sense of excitement at the special event. We are sure there will be lots of smiles and fun.

"There's opportunity to take photos too so we reminding everyone not to forget their cameras on the day."

### **Notes to Editors**

Northampton town centre Business Improvement District (BID) Northampton town centre BID was officially launched in 2011 following a successful vote by businesses to make Northampton town centre a designated Business Improvement

District. The BID status was renewed in October 2015 for five more years until 2020. A BID is a defined area where the rate-paying businesses decide on improvements to their area, they then vote on the plans and agree to invest in the delivery of activities which directly impact upon their business turnover and profit. This money is then ring-fenced to provide the improvements agreed through the BID plan and can be used to generate other revenue to boost the pot of money available to deliver the plan. Business representatives in Northampton have developed a five year action plan around the key objectives of promoting the area. pfb UK is a specialist BID Project Management company which develops and manages a wide range of Business Improvement Districts across the UK including town centres and industrial estates.