



PRESS RELEASE

Second helping of Knickerbocker Glorious to entertain town centre visitors

August 19th 2014

Love Northampton Knickerbocker Glorious returns to Abington Street this weekend to excite visitors with its unique mix of theatre, music, dance and comedy, all absolutely free.

The eclectic event, taking place 10:30am-2pm on Saturday 23rd August, is presented by Northampton Town Centre BID and Furthest From the Sea. It showcases artists from throughout Northampton and the East Midlands, with performers this weekend including improvised comedy troupe Mis Imp and five-piece acoustic band Karl & the Marx Brothers. Cordao de Ouro Capoeira are also set to thrill audiences with a combination of Brazilian martial arts and dance.

Two weeks ago on August 9th, entertainers including dance duo Arjana Dance and singer-songwriter Alice Macy drew crowds along Abington Street at the first Knickerbocker Glorious event, and the organisers are looking forward to giving visitors to Northampton town centre an extra summer surprise this weekend.

Love Northampton Knickerbocker Glorious is part of a series of summer events supported by the Northampton Town Centre BID, all aiming to increase footfall and improve the experience for visitors to Northampton.

Jessica D'Aulerio, Northampton Town Centre BID Director said: "The BID has made a real effort this summer to support events that bring more visitors to the town centre. We want to make the experience of shopping and exploring here a cut above that of our neighbours, encouraging

more people to spend time in the town centre and visit the many businesses in the area. The last Knickerbocker Glorious was a fun, family-friendly addition to Abington Street and we're hoping to see more crowds this weekend soaking up the atmosphere."

To find out more about Northampton Town Centre BID, please contact the BID office on 01604 837766, email info@northamptonbid.co.uk or follow @NorthamptonBID.

Reminder: free parking on Saturday and Sunday and two hours free weekdays in St John's, St Michael's, Mayorhold and Grosvenor Centre car parks. There is free parking in all Borough Council car parks every Sunday and bank holiday.

Full line-up

23rd August 10:30am-2pm (PLEASE NOTE CHANGE OF TIME)

Captain Pigheart – Compere

Cordao de Ouro Capoeira – Brazilian martial arts/dance

Karl & the Marx Brothers – five-piece acoustic band

Mis Imp – Improvised comedy



-ends-

For press information only: Jessica Pilkington Jessica@buzz-pr.co.uk or 07966 529203

About Northampton Town Centre BID

The Northampton Town Centre BID was set up in 2011, when Northampton businesses joined forces to vote on their priorities and pay a levy fee to make a real difference to the town centre. The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit.

Its three key aims are:

- **MANAGEMENT:** Improved daily management of the town centre, with a focus on cleanliness and safety.
- **PROMOTION:** To raise our town centre's profile through coordinated marketing and promotion.
- **VALUE FOR MONEY:** To develop and procure services to deliver cost and carbon savings.