



PRESS RELEASE

Yarrgh matey – hunt for pirate treasure in St Giles Quarter and walk the plank to family pirate party

July 11th 2014

Children and families are being invited to hunt for treasure in Northampton town centre's St Giles Quarter this month and then walk the plank to a pirate themed party.

The St Giles Quarter Treasure Hunt, being supported by the Northampton Town Centre Business Improvement District (BID), is running until Saturday, 19th July when it will culminate with a family pirate party on from 12noon to 2pm at the Looking Glass Theatre at number 9 Derngate.

Laura Baruch, who owns Wine Connection, which is nestled between Montague Jeffery and Derngate Gym, is helping to organise the treasure hunt, along with fellow St Giles Quarter businesses.

“Our aim is to give people even more reason to visit Northampton town centre so this treasure hunt is all about having a bit of fun and encouraging families to check out our array of independent shops,” explained Laura. “We have small posters with everything from pirates flags and ships to boots, a shark and parrot on display in all our independent shops in Derngate, St Giles Street, Castillian Street and into Fish Street. Collect your treasure hunt from us and then collect the clues to win a free place for your family at our pirate party.”

A key objective for the Northampton Town Centre BID is to encourage more people to come into the town, to explore the array of independent businesses in our centre and to promote

these businesses, which include retailers, cafes, restaurants, museums and theatres.

Richard Clinton, Northampton Town Centre BID Director and Operations Manager of the Royal and Derngate, added: “The St Giles Quarter offers Northampton a chance to differentiate itself from the retail experience in neighboring towns, and in promoting the charm and specialness of our independents we are once again demonstrating Northampton has a vibrant offer that can and does compete above our neighbors. We look forward to welcoming new visitors to discover St Giles Quarter and to visit businesses throughout the town centre.”

All independent retailers in the St Giles Quarter are taking part in this BID supported treasure hunt and you can pick up a map and invitation to the party from Wine Connection, cafes along St Giles Street and other local stores. When you have completed the treasure hunt you can either bring your map along to the party or hand it into any retailer to receive your free party entry.

The party itself will include a pirate disco, face painting, pirate tattoos and one family will win a set of tickets to this year’s panto at Royal and Derngate, Sleeping Beauty.

Reminder: parking on Saturday and Sunday and two hours free weekday 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.



-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.