



PRESS RELEASE

Treasure trail treats in town centre this summer

July 2015 – Visitors can take tours of Northampton town centre with a difference this August, thanks to two exploratory Discover Northampton Trails organised by Northampton town centre Business Improvement District (BID).

The Discover Northampton Summer Children’s Trail invites families to have a whale of a time following a map to meet 17 sea creatures displayed in shop windows across the town centre. Children will learn some facts about life under the sea into the bargain, and can complete an entry form to enter one of four weekly prize draws, which will award prizes of £10 to spend in the business participating in the trail.

For a taste of the plentiful creative talent in the Northampton area, the Discover Northampton Artist Trail is showcasing work by 30 local artists in businesses throughout the town centre. Graphic art and photography, illustration, paintings, murals and digital film are all on display, enticing visitors to discover the hidden artistic treasures of our town.

Jessica D’Aulerio, Chair of Northampton Town Centre BID and owner of town centre print firm Tangerine Red said: “This summer the Northampton Town Centre Business

Improvement District (BID) has lined up a feast of fun, including Saturday entertainment during the school holidays, an artist trail and a treasure hunt for children and families throughout August. We can't wait to welcome you all this thriving, fun and vibrant town centre, the place for families during your summer holidays.

"We have produced maps to guide visitors round both trails, which can be downloaded from www.northamptonbid.co.uk or collected from the Tourist Information Centre or one of the participating businesses."

Reminder: free parking on Saturday and Sunday and two hours on weekdays is available in the 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.

For more information on the Discover Northampton Artist Trail and Discover Northampton Summer Children's Trail, and to download maps and entry forms for the Children's Trail prize draw, visit www.northamptonbid.co.uk.

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