

## PRESS RELEASE

### **Performers wanted to make Northampton town centre vibrant this year**

*2<sup>nd</sup> February 2016* – Northampton town centre Business Improvement District (BID) is calling for local creatives to showcase their talents at a series of live street entertainment days.

Whether you're a musician, dancer, character actor, circus performer, comedian or something else entirely, you could be part of the BID's 'Discover Northampton Live' programme. The sessions kick off on Saturday 12<sup>th</sup> March, and the BID is also looking for local businesses, community and educational organisations to get involved.

Discover Northampton Live follows a series of successful events organised by the BID in 2014 and 2015, and aims to celebrate local talent while encouraging more visitors into the town centre.

Jessica D'Aulerio, Chair of Northampton town centre BID, said: "We've been delighted with the numbers of extra visitors encouraged into Northampton town centre by previous street entertainment days. Discover Northampton Live will not only provide an opportunity for local performers to showcase their talents; it will also bring additional footfall into our town centre throughout 2016, encouraging people to explore the diverse areas that make Northampton special."

Discover Northampton Live will take place once a month at various locations throughout Northampton town centre. Each session will be on a Saturday from 11am to 3pm. The first three Discover Northampton Live dates are:

- Saturday 12<sup>th</sup> March: Market Walk Shopping Centre and Abington Street
- Saturday 9th April: Grosvenor Shopping Centre
- Saturday 14th May: Gold Street and College Street

Anyone interested in performing at a Discover Northampton Live event, or local businesses, community and educational organisations looking to get involved should email [matt@pfbbuk.co.uk](mailto:matt@pfbbuk.co.uk).