

PRESS RELEASE

Businesses urged to make the most of 35,000 extra Music Festival visitors

13th June 2016 – Northampton Town Centre Business Improvement District (BID) is encouraging businesses to capitalise on the Northampton Music Festival this weekend, with extended opening hours, special offers and promotions all set to delight thousands of extra visitors to the town centre.

Now entering its ninth year, the 2016 Northampton Music Festival is predicted to be biggest and best yet, with 35,000 extra visitors expected over the weekend. Six outdoor stages and over 12 venues are set to entertain over the weekend, with the main festival takeover kicking off at midday on Sunday 19th June and running until 9pm.

Northampton Town Centre BID is the lead sponsor of the Festival, contributing direct funds, promotional activities including social media, staffing and branding to ensure its continued success. Northampton Music Festival is a key part of the BID's remit to encourage extra visitors into the town centre, to celebrate the diverse areas *within* the town centre, and to create an enticing cultural and creative offer for businesses, visitors and residents alike.

The BID and Northampton Borough Council have once again partnered with the Festival to deliver the event.

Jessica D'Aulerio, Chair of Northampton Town Centre BID said: "This event is such a wonderful boost for the town centre, bringing an exciting array of music and culture to our streets and thousands of additional visitors into the town centre. We are proud to be the lead sponsor of Northampton Music Festival 2016, and have contributed in a range of ways to the organisation and funding of the event.

"The BID encourages all town centre businesses to consider initiatives such as extending their opening hours over the weekend, running Music Festival themed special offers or promotions so as to make the most of the crowds and join the celebrations."

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