

PRESS RELEASE

Businesses celebrate Music Festival success

20th June 2016 – Northampton Town Centre Business Improvement District (BID) is celebrating the success of the ninth Northampton Music Festival, with businesses throughout the town centre extending their opening hours and offering special promotions to thousands of extra visitors over the weekend.

One participating business was the Phipps Albion Brewery Bar on Kingswell Street, which ran an outside bar in Market Square to keep the crowds well-watered. Meanwhile Aspers Casino offered free food and wine vouchers to those enjoying the Jazz Stage in the NN Contemporary Art gallery.

Northampton BID was the lead sponsor of the event, contributing direct funds and promotional activities to ensure it was biggest and best Festival yet. Six outdoor stages and over 12 venues delighted visitors from Friday evening, culminating in a total town centre takeover from midday on Sunday 19th June.

Jessica D'Aulerio, Chair of Northampton BID said: "A key part of the BID's work is to encourage more visitors into the town centre and to celebrate the different areas within it. This year we were absolutely thrilled to be the lead sponsor of the Northampton Music Festival once again.

"Not only did thousands of visitors have a fantastic weekend enjoying fabulous local musicians and singers, but businesses throughout the town centre got into the Festival spirit and really made the most of the extra crowds. Events like this really make Northampton town centre special and set us apart from our neighbours, and the BID looks forward to supporting plenty of future initiatives like it."

A gallery of photos from the 2016 Northampton Music Festival can be found here:
<http://northamptonbid.co.uk/northampton-music-festival-2016>

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