

## PRESS RELEASE

### **American All Star icons take over Northampton town centre**

*4<sup>th</sup> July 2016* – A host of American All Star icons took to the streets of Northampton town centre on this weekend, to mark not only American Independence Day on July 4<sup>th</sup>, but also to celebrate the range of independent businesses in Northampton town centre.

Organised by the Northampton Town Centre Business Improvement District (BID), Independent Businesses Weekend took in street entertainment, special offers and more across the town centre. Elvis and Marilyn Monroe were among the stars who explored our town centre's streets, delighting visitors and introducing them to the wide range of independently-owned shops, boutiques, cafés, bars, restaurants, professional services businesses and more across the town centre. Meanwhile, singer Leon Bratt took to stages on Guildhall Road, Dergate and Fish Street with musical performances throughout the day.

The celebration of independent businesses in Northampton town centre continues this week with a range of celebrations and special offers to explore on social media – visitors should follow @NorthamptonBID on Twitter and look for the #independents hashtag.

Jessica D'Aulerio, Chair of Northampton Town Centre BID, said: "As America marks Independence Day on July 4<sup>th</sup>, we thought this was the perfect time of year to celebrate our own independents. Northampton town centre's range of diverse independently owned businesses is one of our greatest strengths, and deserved a weekend of direct recognition."

A gallery of photos from the Independent Businesses Weekend can be viewed on the Northampton BID Facebook page at [www.facebook.com/NorthamptonBID](http://www.facebook.com/NorthamptonBID).

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