



## PRESS RELEASE

### **Pop-up performances to hit the streets in Easter entertainment extravaganza**

*24 March 2015* - Music, dance, theatre, comedy and more will hit Northampton town centre on Saturday 4<sup>th</sup> April in an Easter entertainment extravaganza organised by Northampton Town Centre Business Improvement District (BID)

Visitors to Northampton are set to enjoy a fun and eclectic selection of pop-up performances from high-quality, family-friendly entertainers. From comic theatrical turns to toe-tapping music, there will be something for everyone.

Performances will run from 11am to 3pm in various locations throughout the town centre streets and in the Grosvenor Centre, with surprises round every corner. Face painting will also take place in Market Walk shopping centre.

The Easter entertainment extravaganza features three music acts including rock n' roll trio Lucille, duo the Herron Brothers - who will perform numbers from their latest album 'A Lovely Spread' - and quirky musician Rusty B.

For those looking for laughs on Easter Saturday, comedy street theatre awaits from husband and wife team High Vis Theatre who promise high impact, visually stunning family

performances, and then take in award-winning dance from oriental dance troupe Arjana Dance.

Compere Dapper Dan will introduce each act with performances of his own promising 'warmth and wit, charm and pronunciation for your delectation and delight'.

Last year, Northampton Town Centre BID brought the popular Knickerbocker Glorious events to the town, and the Easter entertainment on 4<sup>th</sup> April promises a similar atmosphere of eclectic fun and creativity.

The entertainment will kick off the Northampton Town Centre BID's new Discover Northampton series of events, capturing the imaginations of visitors to the town centre during the busy spring and summer months. The event series is part of the BID's ongoing campaign to drive more footfall to Northampton town centre and create an offering that competes above that of its neighbours. The BID is set up and run for the businesses by the businesses and some of its other projects include organising and supporting activities such as the Christmas Golden Ticket competition, Northampton in Bloom and the Northampton Music Festival.

Jessica D'Aulerio, director of the Northampton Town Centre BID, said: "Northampton town centre lends itself perfectly to this kind of diverse collection of pop-up performances. We hope visitors will enjoy wandering around different corners of the town centre and make a real day out of it. There are so many fabulous businesses to visit, great shopping to be had and wonderful food and drink to try, and the Easter entertainment will provide a fun, vibrant backdrop to explore."

**-ENDS-**

### **Full list of performers**

#### Arjana Dance

Arjana is an award winning Oriental Dance troupe, led and choreographed by professional dancer Diana Mehira.

### High Vis Theatre presents

High Vis Theatre is a husband and wife comedy street theatre company, specialising in high impact, visually stunning family performances.

### The Herron Brothers

Originally from North Northumberland, The Herron Brothers are Steven and Paul Herron. They have released one album as a duo "A Lovely Spread" and are currently working on a second.

### Rusty B

Rusty B is a member of socio band The Weasel Kickers. He enjoys fun, smiling, singing and cheese on toast. An honest chap with a flowery hat that loves good beer and an old flat cap. He is monitored carefully by his wife.

### Lucille

Influenced by the early roots of rock n' roll, Lucille are a trio who recently signed to Hoodwink records, their debut album is set for release in 2015

### Dapper Dan

Derby's best dressed compere is shining his shoes and donning his bowler hat for a busman's holiday to Northampton, not that he's ever been on a bus of course...

Expect warmth and wit, charm and pronunciation for your delectation and delight. Hoorah!