



Press release

Date: Friday 31st August

Artists and photographers exhibit their work in a 'BID' to 'Discover the beauty' of Northampton

Businesses in Northampton town centre will give up some space this September to allow artists and photographers to exhibit their work to help '*Discover the beauty*' of Northampton Town Centre.

In co-operation with local arts groups, the BID businesses are supporting local artists and photographers to form an *Artist Trail* for members of the public to 'Discover' this September.

The aim of the *Artist Trail* is to encourage shoppers to discover the artists and photographers we are proud to promote in Northampton whilst encouraging footfall through the doors of businesses they may not have entered before.

Business owner of ALQ, a womenswear and menswear boutique, Leon Grant said: "We didn't hesitate to take part in the Discover Northampton campaign as we were so enthused by the whole concept of businesses working together to support other businesses.

"We can't wait to see people's reaction to the fantastic artwork by Kate Harrison in our store. We really hope people enjoy learning more about artists and photographers whilst finding out about businesses in Northampton Town centre."

The BID's Director for this campaign, Yvonne Spence said: "We can't wait for people to be able to complete the trail - we have some fantastic exhibitors".

"The businesses have been really interested in being part of Discover Northampton, particularly '*Discovering the beauty*' as they can really start to feel part of the campaign. We hope residents across Northamptonshire take part in the *Artist Trail*."

You will be able to pick up the *Artist Trail* leaflet from all businesses involved in the trail next week as well as from the One Stop Shop at The Guildhall and Northampton Museum, Guildhall Road. The leaflet can also be downloaded at <http://www.northamptonbid.co.uk/resources.html>