

DATE OF ISSUE: 21.05.10



LIVERPOOL
ONE
Love the City

LIVERPOOL ONE TO JOIN RHINO STAMPEDE

From 5 July to 12 September 2010, the city of Chester will be in the grip of Rhino Mania when 70 stunning life size rhinos created by artists, community groups and schools will flood the city with colour and excitement as they stampede onto the streets.

To make sure Liverpool gets involved in the fun, Liverpool ONE has adopted one of the Rhinos and it will spend the summer at Chester Zoo. But before it can go to it's new home it needs an outfit designing to make sure it stands out from the crowd.

The Rhino is representing Liverpool ONE, so requires a look that showcases the unique style of one of the UK's most fashion-conscious cities.

Donna Howitt, Liverpool ONE's Marketing Director said:

"Rhino Mania looks set to be a fabulous event, guaranteed to attract lots of attention this summer. We know that Liverpool ONE shoppers are experts when it comes to eye-catching style, which is why we're asking our shoppers to come up with a winning design for our Rhino. We're looking for a "toe to tail" outfit to make sure our Rhino stands really stands out!"

Rhino Mania is the brainchild of Wild In Art – the people behind Go Penguins and Superlambananas. This latest venture will entice visitors to hit the Rhino Trail and follow the Rhinos around Chester, including a stop off at Chester Zoo – ensuring that the winning design for Liverpool ONE will be seen by thousands. The winning artist will also receive a gift card loaded with £250 to spend at Liverpool ONE.

To download an entry pack, go to www.rhinomania.co.uk Entries can be submitted in person at the Information Centre in Liverpool ONE or via post to Liverpool ONE, 5 Wall Street, Liverpool, L18 JQ.

Final deadline for designs to be submitted is June 7.

www.liverpool-one.com / www.rhinomania.co.uk

-ENDS-

Notes to Editors

Liverpool ONE is a £1 billion shopping, residential and leisure development in Liverpool city centre, led by urban property specialist Grosvenor.

Liverpool ONE's stores are open for late night shopping until 8pm every weekday, with restaurants open all evening (closing times vary).

Built around the existing streets of Liverpool, the development includes over 100 shops, plus 24 cafes, restaurants & bars, two new hotels, a 14-screen ODEON cinema, 600 apartments and a five-acre park.

Parking for Liverpool ONE is located at three secure Q-Park car parks. The multi-storey Q-Park John Lewis offers 580 spaces and links direct to the John Lewis store via an eye-catching bridge; Q-Park Liverpool ONE (previously known as Strand Street) is a 2000-space underground car park beneath Chavasse Park; and Q-Park Hanover Street, a 560-space multi-storey car park on the edge of Liverpool ONE, opposite BBC Radio Merseyside.

For further information, please contact Joanne Lawless, Caroline Eardley, Nikita Lewis or Jen Dutton at Mason Williams PR on 0845 0941 007 / 07815 768 227 or email: nikita@mason-williams.com / joanne@mason-williams.com / jen@mason-williams.com / caroline@mason-williams.com