



## PRESS RELEASE

# Liverpool ONE Celebrates 10 Amazing Years

Liverpool ONE will mark its 10<sup>th</sup> anniversary with a series of special celebrations this May Bank Holiday weekend.

The city's shoppers are being invited to join the festivities from May 26-28.

On Saturday, Chavasse Park will be filled with impressive swing and jazz sounds. Visitors are invited to pull up a deck chair and soak up the atmosphere brought live from bands including the world-renowned Troika.

The following day, on the Sunday, at 11am, The House of Suarez will create a dazzling and inventive water ballet, The Sun, The Moon and The Stars. This will be staged by the fountains outside the Hilton Hotel.

And on Bank Holiday Monday, from noon, Liverpool ONE will be brought to life with a New Orleans-style jazz parade which will wind its way through the streets, bringing an irresistible party feeling of Louisiana to Liverpool.

There will be parades at noon, 2pm and 4pm, all starting in Paradise Street.

The birthday arrives during a big weekend of celebrations in Liverpool, with the city marking its own 10 years since Capital of Culture. The Three Festivals Tall Ships Regatta is also taking place and is expected to see thousands of people descend on the city's world-famous heritage waterfront.

There is also a first visit to the UK for the prestigious Bordeaux Wine Festival which will hold

tastings and a Bordeaux Wine School at the Pier Head.

Over the last decade, 290 stores have opened and Liverpool ONE is now the most recommended shopping destination in the country.

The birthday weekend is just one part of an extensive programme of entertainment for 2018 which includes the return of firm favourites like Tickle the Ivories Piano Festival, as well as a new food event in June.

Donna Howitt, Marketing Director at Liverpool ONE, said: "We are delighted to celebrate our 10<sup>th</sup> anniversary during what looks set to be a spectacular weekend for the city.

We're incredibly proud that the streets, stores and restaurants of Liverpool ONE continue to be vibrant and enjoyable places to spend valuable leisure time and look forward to welcoming visitors back for decades to come."

**Ends**

**For further information, please contact:**

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Liverpool ONE is a contemporary open-air shopping complex, described as one of Europe's leading retail and leisure destinations. Built around the existing streets of Liverpool and located right by the iconic waterfront, Liverpool ONE is a stylish must-visit destination for those who love to shop, eat, drink and relax.

Liverpool ONE has over 170 stores, bars and restaurants, a 14-screen cinema, an indoor adventure golf course and an award winning five-acre park. Stores include high street favourites such as Topshop, Zara, Victoria's Secret, John Lewis and Debenhams.

Peter's Lane, Liverpool ONE's designer fashion hub, is the home of big brand style. It plays host to stores including Michael Kors, The White Company, Reiss, Ted Baker London, Karen Millen and Flannels. You'll also find the first Beauty Bazaar, Harvey Nichols in the UK, it's the ultimate luxury beauty experience and one-stop destination for all things beauty.

Liverpool ONE has been awarded Green Flag Status for its popular Chavasse Park. The prestigious Green Flag Award Scheme is judged by Keep Britain Tidy. Surrounded by a bustling and varied leisure terrace, the park plays host to many events for all the family throughout the year. Liverpool ONE is the only new city centre commercial development in the country to include a park that has Green Flag status.

**“Liverpool ONE - more recommended than any other shopping destination (in the UK)”**

\*From a survey of 83,000 people taken between 27 June - 17 July 2016, Liverpool ONE achieved an NPS of 73% when asked the question 'How likely are you to recommend this centre to your family/friends on a scale of 1-10?'. (Versus 32% for in town centres and 49% for regional malls)

For more information on Liverpool ONE please visit: [www.liverpool-one.com](http://www.liverpool-one.com)

Facebook: [www.facebook.com/LiverpoolONEOfficialPage](http://www.facebook.com/LiverpoolONEOfficialPage)

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