



P R E S S R E L E A S E

READING TREES RETURN TO PARADISE STREET

Liverpool ONE's Reading Trees return this weekend with a brand new look.

This year, the trees are bigger and better than ever creating even more space for visitors to relax on Paradise Street.

The trees form an idyllic for shoppers to discover and get lost in one of the many books found beneath the trees.

It is the perfect place to encourage families to take a seat and indulge in a book. Parents can enjoy a classic novel or introduce their children to exciting new stories.

Bookworms will be able to share their favourite stories by swapping their beloved books and discovering new ones in the clever shelves nestled within the trunks of the trees.

Liverpool is proud to be a city supporting literature and the aim is to encourage more people to become passionate about reading.

Donna Howitt, Marketing Director at Liverpool ONE, said: "We hope that many families will return to enjoy the Reading Trees this year with their great new look. They always prove to be one of our most loved annual attractions.

“We take pride in helping children to develop their reading skills and widen their imaginations through a love for books. We have various free story telling activities set to take place that will allow children to connect with cherished characters and hopefully create childhood memories.”

The Reader, the team behind The Storybarn at Calderstones Park, will be running free to attend reading and storytelling sessions during the Easter holidays. These take place between 12pm and 3pm on the following days:

- Thursday 13 April
- Friday 14 April
- Saturday 15 April
- Thursday 20 April
- Friday 21 April
- Saturday 22 April

Sessions last up to 25 minutes and start every half hour – there is no need to book, just turn up!

The Reading Trees will be in place from April 7 until June 24.

Get involved by tweeting your favourite book using the hashtag *#readingtrees* or visit the Liverpool ONE website.

Ends

For further information, please contact:

David McMonnies at: mcmonnies@thisisinfluential.com

Tel: 07788 260 546/0151 239 5014

Notes to editors

About Liverpool ONE

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

Facebook: www.facebook.com/LiverpoolONEOfficialPage

Twitter: @Liverpool_ONE

Instagram: LIVERPOOL_ONEOFFICIAL