



Press release

LIVERPOOL ONE'S TICKLE THE IVORIES TINKLES INTO ITS SEVENTH YEAR

Calling musicians of all ages and abilities - Liverpool ONE's Tickle the Ivories is back.

The music festival, now in its seventh year, will take place between July 7 and September 3.

Six pianos will once again transform the streets of Liverpool into open-air music boulevards. The pianos will be located across Liverpool ONE including South John Street, Paradise Street, College Lane, Sugar House Steps, Peter's Square and The Terrace.

Anyone who takes part in Tickle the Ivories is licensed to busk meaning performers get to keep the money they raise.

2016 marked Tickle the Ivories' first ever piano tour, visiting tourist hotspots and popular destinations across the North West. 2016 was a record-breaking year for Tickle with hundreds of performers trying the hands on the piano.

Marketing Director at Liverpool ONE, Donna Howitt, said: "The past six years of Tickle the Ivories have highlighted the vast musical talents that this city is famous for. It has provided a platform for many young and aspiring musicians, often giving them their first chance to perform to the masses."

Donna added: "The beauty of Tickle the Ivories is that anyone can take part – whether you're eight or eighty. It appeals to all ages and expertise.

"We are hoping to see even more performers this year. So if you are looking to start a new hobby or want to try your hand at entertaining, there's never been a better time to get involved!"

Visit www.liverpool-one.com/tickle for more information or follow @Liverpool_ONE on twitter for all the latest news and updates.

To book a free performance slot visit www.liverpool-one.com/tickle or contact Open Culture on 0151 478 4066.

-ENDS-

Editors Notes

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

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