



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

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For immediate release

Christmas is officially underway in Liverpool

The illumination of Liverpool ONE's iconic Christmas tree marks the start of a fantastic festive season in the city

The festive season has officially started in Liverpool following the city's magical Christmas light switch-on.

The illumination of Liverpool ONE's iconic Christmas tree, believed to be the biggest in the UK, marks the beginning of a wonderful few weeks ahead.

Taking pride of place on Paradise Street, the tree, which towers 30 metres in the air, was brought to life this year amid a fanfare of music, dance, snow, special effects and pyrotechnics.

Santa Claus made an appearance on the roof of John Lewis before joining local schoolchildren from the Liverpool Empire Theatre's Choir to sing a piece especially created for the evening, 'Waiting for Christmas to arrive,' by Paul Lawton.

In addition to the grand and unforgettable light switch-on moment, created by the Liverpool Empire Theatre's Creative Learning Team, the streets of Liverpool ONE were filled with fun-loving festive characters and entertainment to really bring the Christmas spirit alive.

Some of these acts included stilt-walking Christmas belles, roller-skating snowmen, tap-dancing turkeys and even elf flash mobs!

The stars of Liverpool's festive performances also joined the evening's entertainment, with a special appearance from Dane Bowers who is appearing as Captain Hook in Peter Pan at the city's Epstein Theatre.



Donna Howitt, Marketing Director at Liverpool ONE, said: "It was wonderful to see everyone coming together to mark the start of Christmas.

"Liverpool has a great festive season ahead. There are new stores and restaurants to visit and magical experiences to be had both at Liverpool ONE and popular attractions such as the Albert Dock and the arena.

"Every year we pull out all of the stops to create memorable moments for all of our visitors and events like this make me truly believe there is no better place to visit this Christmas than Liverpool."

This year, Liverpool's Christmas event calendar is filled to the brim with activities in the run up to December 25th.

As well as the iconic tree returning for its third year, Bar Hutte is back. Located beneath the tree, Bar Hutte features a range of yuletide drinks and bookable wooden huts, perfect for those still looking for the perfect party venue.

On Chavasse Park, there is plenty for the whole family to enjoy. For the youngest visitors, experience traditional fairground rides and attractions – and after a day filled with magical moments, swing by the various food stalls for a festive tippie or a bite to eat.

Visitors are being encouraged to share their experience of the build up to Christmas at Liverpool ONE on social media by using the hashtag #GetChristmassy - and there are prizes up for grabs for the best experiences which are shared.

For more information about Christmas at Liverpool ONE, visit: www.liverpool-one.com/christmas.

Liverpool ONE's enchanting Christmas is part of One Magical City, a programme of festive activity which takes place across Liverpool, from its waterfront to the retail heart and historical areas.

For a full programme of all of the enchanting events across the city visit: www.onemagicalcity.co.uk.



Ends

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Notes to editors

Liverpool ONE

Liverpool ONE is Grosvenor Europe's unique retail and leisure destination at the very heart of Liverpool. Its virtually invisible boundaries connect the city with the impressive waterfront and the inspiring architecture of the commercial district.

Spread over three levels, Liverpool ONE is the region's destination of choice for consumers and brands alike. Its offer includes over 170 leading UK and international retailers, including Michael Kors, Zara, John Lewis, Beauty Bazaar Harvey Nichols, Ted Baker and Reiss. They are complemented by a series of distinct dining destinations, with Wahaca, Roxy Ball Room and Reds True BBQ all joining Liverpool ONE's line-up in the last twelve months.

Grosvenor Europe's proactive asset management has led to 20 brands committing in the past year and Liverpool ONE delivering significant sustained growth since opening. Footfall and sales, for example, have increased by 5.5% and 8% respectively per annum since 2008.