



PRESS INFORMATION
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Celebrate Christmas with Newbury BID

With the countdown to Christmas on Newbury BID have arranged an array of events to get us all in the festive spirit. From the Reindeer Hunt around the town centre, to the Christmas Lights Switch On, which will include a Santa Parade, and Late night shopping with choirs scattered around the town, there is plenty to keep all the family entertained.

Following the success of last year's event, the Reindeer Hunt will be taking place around Newbury town centre from Monday 14th - Sunday 20th November where members of the local community will be able to follow clues leading them to the reindeers. The two lucky winners will be in with a chance of winning a ride on Santa's sleigh at the Christmas Lights Switch On. The entry form for the competition can be found in the Newbury Weekly News that's published on the 10th November.

Managing Director of Newbury BID Russell Downing said, “Newbury BID are committed to putting events on in Newbury to provide entertainment for the community and attracting visitors to the town and this year is no exception”.

The Christmas Lights Switch on and Santa Parade will take place on Sunday 27th November from 2pm – 6pm. The parade, with the two lucky winners from the reindeer hunt riding in Santa’s sleigh, will run along Bartholomew Street, Northbrook Street, London Road, Parkway and Wharf Street from 4.30pm – 5pm before finishing in the Market Place for the “big switch on” of the Christmas tree and Market Place lights. There will be live entertainment throughout the event from Rock Choir, Crowd Control, The Mini Band and Emma Lawrence. Children will also be able to visit Santa in his grotto between 11am – 3.45pm.

While the Late Night Shopping and 1000 voices will take place on 15th December between 5pm – 8pm. Come along and do your Christmas shopping whilst being entertained by local choirs and the fantastic Light Walkers. You’ll also be able to take advantage of the FREE parking in Parkway, Kennet Centre and Northbrook multi-story carpark. There will also be the opportunity to join a festive sing along in the Market Place at 7pm.

Newbury BID is a Business Improvement District Company (BID), responsible for managing the Town Centre. The work includes the marketing and promotion of Newbury and the development of links between organisations and the local community. For more information about the events and Newbury BID visit

www.visitnewbury.org.uk

