



news release

CHRISTMAS CELEBRATIONS IN NORWICH LANES

Norwich Lanes is continuing to build on its annual activities to celebrate Christmas and bring a festive spirit to the historic area of Norwich.

Two days of celebrations are lined up this week, starting on Thursday 4th December with the first late-night shopping night in Norwich Lanes.

Thursday 4th December – First Norwich Lanes Late-night Shopping Night

Norwich Lanes shops are decorating their windows, putting up and decorating the popular mini-Christmas trees, and adding Christmas lights to create a fun and festive feeling in Norwich Lanes. Buskers are being invited into the area on both celebration dates to offer a musical element to the festivities. Interested musicians should contact comms@norwichlanes.co.uk to request a slot.

The Norwich Evening News is hosting a Life Matters Chill Out area in St Gregory's Church Centre for Arts on St Gregory's Green, where the café/bar will also be open to welcome weary shoppers. Many Norwich Lanes shops will be open until 7pm on Thursday 4th, and each Thursday up until Christmas.

At 7pm at the Hog Inn Armour, two female stylists from Croppers hair salon in St Gregory's Alley, will shave off their hair to raise money for charity and there will also be a raffle to support the cause.

Norwich Lanes has also created a Christmas Shopping Guide to show people the wonderful and unique gift ideas that can be found in the area's many independent shops. The guide, including the latest map of the Norwich Lanes area, can be downloaded at www.norwichlanes.co.uk.

- more follows -

Sunday 7th December – Norwich Lanes Christmas Fayre

On Sunday 7th December, Norwich Lanes will be celebrating Christmas with arts and crafts, music, food and drinks.

Throughout the day there will be stalls showing and selling 'Kitsch Christmas Crafts' on St Gregory's Green. St Gregory's Church Centre for Arts will have its café/bar open and be hosting musicians throughout the day. There will also be buskers performing at various locations throughout Norwich Lanes from 12noon until 4pm.

At 4pm Norwich Lanes is hosting its first candle-lit carols procession through Norwich Lanes. Starting at 4pm outside St Andrew's Hall, the procession will be guided through Norwich Lanes and singers from local vocal group, Viva Voce, will encourage people to join in a selection of popular carols. TV and radio presenter, Helen McDermott, will also be joining the procession.

The procession will end at St Gregory's Church Centre for Arts where Viva Voce will give a short performance ahead of their upcoming Christmas season. Members of the public are also invited to bring wrapped gifts to donate to the EACH charity at St Gregory's Church.

Clive Rowe is Chairman of Norwich Lanes.

"We wanted to get back to what Christmas should be about: spending time with friends and family, singing, eating, drinking and being merry. Norwich Lanes is a great place to shop or socialise with hundreds of independent shops, restaurants, bars and cafes. It's also a great place to escape the traffic and city noise and lose yourself whilst picking out unique and interesting gifts for Christmas," said Mr Rowe.

- notes to Editors follows -

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About Norwich Lanes

Norwich Lanes Traders Association was set up in 2006 to represent the interests of the range of independent businesses trading within the historic quarter of Norwich City centre.

The organisation primarily works to raise awareness of Norwich Lanes as a number one destination for shoppers, tourists, and socialising and targets people from within as well as outside of Norfolk.

Independent shopping has grown in popularity as people search for an alternative to generic shopping malls and national chains. Today, the businesses within Norwich Lanes offer one of the UK's best selections of unique and independent shops, mingling between an extensive collection of restaurants, cafes and bars.

Norwich Lanes is also home to a wealth of heritage sites and beautiful architecture as well as theatres and museums. Throughout the year, many events are held within Norwich Lanes including music festivals, photographic and craft exhibitions, an ice sculpture trail, and the famous Norwich Beer Festival.

Norwich Lanes Traders Association also works to provide a forum for debate between the businesses in the area about the future of Norwich Lanes and works closely with Visit Norwich and Norwich City Council regarding tourism and renovations of the area.

For further media information please contact Robin Phillips at REP PR on 0207 503 5752, 07947 427250 or robin@reppr.co.uk.

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