



# news release

## NORWICH LANES JOINS CITY CHRISTMAS CELEBRATIONS

The local independent shopping quarter, Norwich Lanes, will join in with the city's Christmas celebrations on Thursday 19<sup>th</sup> November.

The organisation, which represents more independent traders than any other in the city, has co-ordinated its own Christmas celebrations launch with that of the city centre to provide an enhanced and unified festive occasion.

Norwich Lanes at Christmas has become known for the mini-Christmas trees outside each of the shops and the entertainment happening throughout the area.

To coincide with the city's lights switch-on and fireworks spectacular, Norwich Lanes has organised an evening of late-night shopping, eating and drinking, carol singing and entertainment.

This year, Norwich Lanes is also holding a Christmas-themed window decoration competition for its members which will see the historic streets and alleys in the area transformed into a Christmas wonderland.

During the evening, the new Lord Mayor of Norwich, Councillor Eve Collishaw, will judge the competition for the best-dressed Christmas shop window in the Norwich Lanes. There will also be carol singing, free entertainment and festive food and treats throughout the historic area.

**- more follows -**

Roger Pemberton is the recently-appointed new Chairman of Norwich Lanes:

“There is nowhere else quite like Norwich Lanes at Christmas time. You feel transported back to an earlier era and can get completely immersed in the Christmas spirit as you wander around the area, soak up the atmosphere, meet up with friends, and partake in a spot of Christmas shopping,” said Roger.

- ends -

### **Notes to Editors**

#### **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 to the area.

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