

Released: For immediate release

Cambridge is Alight This Christmas!

Once again Cambridge will be well and truly lit up this Christmas thanks to Love Cambridge, local businesses and many diverse organisations in Cambridge pulling together to light up our city. The Big Switch On will take place on Sunday 15th November in the Market Square, with the star of the Cambridge Corn Exchanges Christmas Show Joseph and the Amazing Technicolor Dreamcoat and runner up on BBC1's Any Dream Will Do, Craig Chalmers.

Emma Thornton Head of Love Cambridge says 'We are thrilled with the level of support the businesses in the city centre have given the Christmas Lights campaign this year. Not only are we putting up the existing schemes but we also have a number of new schemes to add to the already impressive city wide display.' Emma goes onto say 'We are acutely aware of the current economic climate and are delighted that the city business community have pulled together at this crucial trading period to really make Cambridge the place to be at Christmas.'

The new schemes include working with businesses and Sidney Sussex College and Trinity College in Sidney Street to extend their existing scheme from Market Street down to Bridge Street and a complete new scheme for the Market Square. Rose Crescent enhanced their scheme by adding some additional displays. Love Cambridge are delighted to say that Mill Road will also have festive lights for the first time this year. Stretching from Parkside Pool all the way over the bridge to Cutlacks, Mill Road will house the longest strip of Christmas lights in the city. The Mill Road Switch On Event will take place on Saturday 14th November at 5.00pm – for more information please visit their website www.millroadfestivelights.co.uk

Christmas lights would not happen if it wasn't for the businesses and organisations that donate money for the schemes and Love Cambridge would like to thank the following for their contributions to this years Cambridge at Christmas Campaign:

Burleigh Street & New Square: Clement Joscelyne, Shoe Zone, Game, Hawkins Bazaar, Game Station, Specsavers, Starbucks, Holland & Barrett, The Works, Prudential – owners of The Grafton

Fitzroy Street & Christs Piece: Prudential owners of The Grafton

King Street: Sandra Jane, Boudoir Femme, Tindalls, Yippee Noodle Bar, Alluring Nails, Cambridge Coffee Shop, Cambridge Strings, D'Arrys Wine Shop, Mandarin Oriental Gifts, King Street Housing Association, Julians Hairdresser, Christs College, Jesus College, Mailboxes Etc.

Sussex Street: Millers Music Centre, Ken Stevens Music & Instruments, Cambridge Framing, Tailors Cat, Clarins Health & Beauty, Giulio Ladies Wear, San Rizz Hairdressing, Cambridge Stamp Centre, Tatties, Tattoo Crazy, Reeds Hairdressing, More, Cambridge Toy Shop

Green Street: Brian Jordan, Sundaes, Open Air, Good Shop, Junior 2 Senior, Trinity College

Rose Crescent: Cellini, The Little Gift Shop on the Corner, Marrs, Art Gecko, Artique Gallery, L'Occitane, Gardenia, The West Cornwall Pasty Shop, Premier Travel, Sandra Kent, Cambridge Complimentary Health Centre, Campkins, Dorringtons, Neal Yard Remedies, Molton Brown, Jack Wills, La Raza, French Connection, Bradford & Bingley, MacDonalds, Tailor & Cutter.

Trinity Street: Cambridge Contemporary Art, Jigsaw, Cambridge University Press Bookshop, Trinity Restaurants Ltd, Breeze, Giles & Co

Kings Parade: Primavera, Agora Restaurants, The Lawson Gallery, Campkins

Peas Hill: Arts Theatre, Essensuals Salon

Wheeler Street: Hairy Canary Salon

Bene't Street: Barclays Bank, Arcadia Craft and Design, Alcouture Salon, Le Reve Lingerie Shop, Bene'ts Cafe, Sisley and Benetton boutiques

Free School Lane: Erainia Restuarant

Magdalene Street: Cafe Jello Gallery, Amplifon, La Margherita, Thanh Binh, Baska Design, Bridge Cycles, The Flower House, Il Barbiere, Bowns & Bis, University Grocers, Ian Stevens Leather, The Pickerel, Bang & Olufsen, Powell & Bull

Sidney Street: Sidney Sussex College, Hobbs Sports, Galloway & Porter, Mayhem, Sainsburys, Trinity College

Christs Lane: Land Securities

St Andrews Street: Clamp Optometrics, HSBC, John Lewis, Natwest, Norwich & Peterborough, Chocolat Chocolat, Cambridge Building Society

Bridge Street: Trinity College, Catherine Jones, La Tasca, Talking T's, Cambridge Wine Merchants, Savills

Mill Road: The Mill Road Winter Fair, Al:Amin, Cooperative Food, Cycle King, St. Andrews Bureau, Cutlacks, Cambridge Wine Merchants, Martin & Co, The Sea Tree, Arjuna Wholefoods, Halls Master Locksmiths, Kym Moy, Dragon Chinese Fast Food & Take Away, Fagitos, H Gee, Anonymous donors

For a more detailed programme of the Big Christmas Lights Switch On happening this Sunday 15th November, and the acts performing on the four stages throughout the city please visit the Love Cambridge website www.love-cambridge.co.uk

Ends:

Notes for editors

For more information or media interviews please contact Emma Thornton on 01223 457446 or 07712 788 550.

Love Cambridge is the trading name for the Cambridge City Centre Partnership, a new dynamic organisation which brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.