

Love Cambridge Christmas Parade Has Sponsorship

Love Cambridge is delighted to announce having acquired 4 sponsors for the Love Cambridge Christmas Parade. The support these companies have pledged means the Parade will be going ahead this year. The sponsors are:

- The Junction
- Hotel Du Vin
- The Cambridge Gift Shop - The Guild Hall
- Cambridge On Ice

We have had a brilliant response to the recent Cambridge News article with a number of firms showing an interest. We'd like to say a big thank you to our sponsors and all those who expressed an interest in helping keep this integral Christmas event alive.

Each firm has contributed £500 towards the Parade thereby achieving the £2,000 target.

Over the last 3 years Love Cambridge and City Centre Management have worked with Sygma Events to deliver a Christmas Parade which has developed into one of the highlights of the Big Switch On itself. The Parade has now become an integral part of Cambridge at Christmas drawing in an audience of thousands and involving a broad range of community organisations.

The Big Switch On event is Sunday 21st November. The Parade starts in Burleigh Street, weaves its way through the historic city and finishes in the Market Square in time for the Big Switch On at 5pm.

The Big Switch On is a full day of varied entertainment on several stages throughout the City. We invite everyone to join us in the fun and festivities.

Keep checking the Love Cambridge website www.love-cambridge.co.uk for festive updates.

Notes to editors:

Love Cambridge is an organisation that 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.



Press Release

There are various sponsorship opportunities for events throughout the year with Love Cambridge, for more information please contact the Love Cambridge office with details below.

For more information on Love Cambridge and The Parade please contact Jo Humm on 01223 457179 or email jo.humm@love-cambridge.co.uk