

Released: For immediate release

Cambridge's Best Dressed Shop Window

This festive season, Love Cambridge ran a competition to find the city's best-dressed Christmas window. The competition is in its third year and open to all independent retailers throughout the city centre.

On 16th December a panel of judges braved the elements to walk the streets to score the participants windows on the following categories: **Originality, Festivity, Visual Impact & Coherence.**

This year's winner was **Palenque** – the jewellery and gift shop on Sidney Street who win £100 to be donated to a charity of their choice. Melissa Brooks, Assistant Manager says, "I am delighted to have won this years competition and have decided to donate our winnings to **Breakthrough Breast Cancer.** Our idea for the window came from the lullaby Twinkle Twinkle Little Star and we thoroughly enjoyed dressing it using locally sourced props and items from our Christmas range".

Palenque was originally founded in 1992 by David and Susana Heard and they strive to provide quality jewellery, watches, gifts and accessories that are often exclusive to them. The window was crowned the winner due to its outstanding festive design and their attention to detail.

The competition was tough this year with **Bellina Chocolate House, Emporium 61** and **Origin8** coming a close joint second. Bellina Chocolate House are no stranger to stunning windows coming second last year and first in 2007. Emporium 61 on Burleigh Street was awarded a high score due to its use of vintage products to set the Christmas Ice Skating scene and Origin8 wowed the judges with the magnificent ginger bread house and meringue ice-berg on display.

Last years winner was Sandra Jane of King Street who chose to donate their winnings to The James Whale Fund for Kidney Cancer.

Ends: 288 words

Notes to editors: Please see attached photos of the winning shop Palenque.

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.