



PRESS RELEASE

14 July 2010

Manchester unveils summer of family-friendly fun

Manchester is getting all family-friendly this summer and is putting on a range of free events designed to attract more families into the city centre during the school holidays.

Continuing with the theme 'See What Manchester's Made of', created by Manchester creative agency, Dinosaur, the campaign features a dedicated section on visitmanchester.com, billboard and bus-stop shelter poster advertisements, a 20 metre banner on Deansgate and a specially designed free map highlighting a range of family-friendly activities taking place in the city centre this summer. These include the Manchester Jazz Festival, Family Friendly Film Festival, Sky Ride Manchester and The Manchester Picnic.

The campaign, led by Cityco, the city centre management company, is in partnership with Manchester City Council, Marketing Manchester, Manchester Arndale, Northern Rail, Greater Manchester Passenger Transport Executive, NCP and Stagecoach.

Councillor Pat Karney, city centre spokesperson for Manchester City Council said: "Manchester city centre has so much going on this summer. The school holidays can be an expensive time for parents so we want to help as much as we can. We've put on a host of free activities which will keep the kids and their mums and dads amused during the summer break. We really want this year to be our best summer ever and hope everyone joins in the fun."

Vaughan Allen, Cityco's chief executive said: "On the back of other recently launched initiatives including Child Safe and City Loos, we are moving towards a truly family-friendly city. We have 350, 000 maps which will be handed out at stations and the new Visitor Centre in Piccadilly which will help families make the most of their visit. Manchester has so much more to offer than just great shopping. We have some fantastic squares and open spaces, first class galleries and museums and a huge selection of cafes and restaurants that welcome children. It really is a wonderful place to spend a summer's day."

Andrew Stokes, chief executive of Marketing Manchester, said: "The online element of this campaign will target over a million families across the UK and is the first to make use of the dedicated campaign spots on the re-launched visitmanchester.com.

"The number of UK visitors to Manchester increased by 31% during 2009 as more people chose to 'staycation' in place of more expensive overseas holidays. It is therefore important that Manchester maximises the opportunities presented by this growing market for the economic benefit of the city."

For more information on Manchester city centre summer activity and to download a map visit www.visitmanchester.com

- Ends -

For further information please contact Roz Hughes on T: 0161 838 3256 or M: 07967 800395 or Laura Dyson on T: 0161 838 3250 or M: 07917 261177

Notes to editors

Cityco works in partnership to manage and market city centre Manchester. It is an independent, not-for-profit, company funded by both public and private sector.

