



Monday 15 November

Manchester unwraps a magical Christmas

Manchester is getting ready for a magical Christmas that will make this year's celebrations the most festive yet with the biggest display of Christmas lights ever seen in the city centre with more than 250 trees and 330 lamp-posts decorated and 28 across-street displays using a total of almost 400, 000 low-energy bulbs.

Cityco, the city centre management company, has joined forces with Manchester City Council, Marketing Manchester and Piccadilly Partnership and a host of private sector partners to bring a full range of events across the city including the Christmas Markets, Family Fair in Piccadilly Gardens, Santa's Grotto in the Manchester Arndale and the Ice Rink in Spinningfields.

Councillor Pat Karney, city centre spokesperson for Manchester City Council said: "Manchester really knows how to party at Christmas and this year's no exception. As every year passes Christmas activities in Manchester city centre get bigger and better. Christmas 2010 promises to yet again raise the bar. With so much to see and do right across the city centre, it's no wonder we're people's number one choice for Christmas shopping and festivities."

Vaughan Allen, Cityco's chief executive said: "A brand new bespoke lighting scheme provides the perfect backdrop for what is set to be the most magical Christmas ever here in Manchester. This year we have a traditional funfair with Big Top bar in Piccadilly Gardens, the Christmas markets including a new French market on King Street and the ice rink returns to Spinningfields. All this combined with the incredible range of shops, bars, restaurants and shows makes for a really fun Christmas for everyone."

Andrew Stokes, chief executive of Marketing Manchester said: "Special events attract a significant number of additional visitors to the city. The 'Manchester's Magical Christmas' campaign uses visitmanchester.com as the main channel for encouraging visitors and we're expecting to see an notable increase in traffic to the site during the festive period. Working in partnership on this campaign is a great way to achieve this and we have no doubt that this will be another successful Christmas for Manchester."

This year's Christmas campaign is supported by Manchester Arndale, Northern Rail, Greater Manchester Passenger Transport Executive, NCP, Stagecoach, First Transpennine Express, Metrolink, Harvey Nichols, House of Fraser and Selfridges.

For more information on Manchester city centre Christmas activity and to download more information 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.

