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## **People of Manchester demonstrate their love for the city-region**

Marketing Manchester and Manchester Arndale have this morning launched an 'I Love MCR' campaign in response to the disturbances that took place in the city centre earlier this week.

The campaign aims to show the world that the people of Manchester are proud of their city and united against anti-social behaviour. The campaign centres on the iconic 'I Love MCR' brand - which has become a symbol of the city's resilience over the last two days.

A Facebook page has been set-up for residents of Manchester to suggest ways to show your love for the city.

The page can be found at: [www.facebook.com/weloveMCR](http://www.facebook.com/weloveMCR)

Many people have already changed their Facebook and Twitter profiles to the 'I Love MCR' logo and Twibbon and desktop wallpapers featuring the wording are already available to download.

As part of the campaign Marketing Manchester has launched a 'We Love MCR day', set to take place on Friday, 26 August by which time it is hoped the 'I Love MCR' image will be widespread across the city.

Glen Barkworth, general manager at Manchester Arndale, said: "The manner in which staff, retailers and the people on the streets of Manchester have responded to the atrocities of this week is exemplary of the true Mancunian spirit. This campaign embodies that and galvanises people in a common good cause which will put Manchester back on the map for all the right reasons."

Andrew Stokes, chief executive of Marketing Manchester, said: "Mancunians are incredibly proud of their city. We have seen this in the extraordinary outpouring of emotion from the people of Greater Manchester.

"We saw it in their response to the mindless violence on Tuesday and we have seen it in the way they took to the streets to clear-up the mess that was made."

Sir Richard Leese, leader of Manchester City Council, said: "I am signed up to the 'I Love MCR' campaign and I hope to see thousands more people join in for a few weeks worth of activity that makes us all feel rightly proud of our city and its people and shows the world what real Mancunians look like."

Join the 'I Love MCR' Facebook campaign at:  
[www.facebook.com/weloveMCR](http://www.facebook.com/weloveMCR)

ENDS

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