



PRESS RELEASE

31 August 2011

King Street says We Love You to shoppers

As part of the I Love MCR campaign, King Street in Manchester city centre is holding its own celebration called Destination King Street tomorrow (Thursday 1 September) from 10am until 7pm. The street will be decorated with heart shaped red balloons, there will be music and entertainment throughout the day and nearly 30 stores will be offering discounts, deals and complimentary drinks and nibbles for shoppers.

Discounts include 20 per cent off everything at Planet, Jaeger, Nigel Hall Menswear and Hobbs. Other offers include a free tie if you spend over £50 at TM Lewin, a free eco bag with £30 purchases at Cath Kidston, a free beach towel if you spend over £150 at Tommy Hilfiger and a free denim bag with every pair of jeans bought from Diesel.

Vaughan Allen, chief executive of CityCo, Manchester's city centre management company said: "It's great to see all the stores on King Street come together and take part in these I Love MCR celebrations. King Street is a much-loved city centre retail quarter which has enjoyed a tremendous revival over the last 12 months. Many of the stores will be previewing their autumn/winter collections for the first time so this event is likely to be very popular."

Councillor Pat Karney, Manchester City Council's city centre spokesperson said: "It's fantastic that another group of businesses have got together to show their support for the I love MCR campaign. King Street is one of Manchester's most

important shopping areas and it's great to see it thriving. Manchester's retailers are recovering well from the disorder earlier this month and it's now time to celebrate this and thank customers for coming back."

All the offers can be viewed at www.visitmanchester.com/mcrllovesyou and they will also be promoted via the campaign Facebook page www.facebook.com/welovemcr

For more information on Manchester city centre visit www.cityco.com.

Ends

For further information please contact Roz Hughes on T: 0161 838 3260 or M: 07967 800395

Notes to editors

A PHOTOCALL/MEDIA OPPORTUNITY WILL TAKE PLACE AT 2PM ON THURSDAY 1ST SEPTEMBER.

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.