

Celebrate 'Independents Day' in Royal Leamington Spa

An 'Independents' Day' event to promote Royal Leamington Spa as the home of the 'independent retailer' will take place on Saturday 4 July. The inspiration for the event, which is being organised by BID Leamington, comes from American Independence Day which takes place on the same day. Independents' Day, which is expected to attract thousands of people, will feature a number of exciting events including the legendary 'Animal Relentless Bike Tour'.

Featuring spectacular stunts and breathtaking mountain bike riding demonstrations, the Animal Relentless Bike Tour will entertain and enthral the crowds in Regent Street. Other activities taking place will include The Cassidy Jets American Football Team, The Coventry Crew Cheerleading Squad, Silverstone Harley Davidson Ride Out and live music from a Dixie style band. Regent Street, Park Street and Warwick Street will be decked with red, white and blue bunting adding to the American ambience.

A magazine entitled '*Inspire*' has been created by BID Leamington to promote the town's independent retailers and the one day event. The 12 page magazine, which features details of retailers and specialist boutiques, also includes a number of special money-saving offers which can be redeemed at the event. 150,000 copies of *Inspire* are being distributed to neighbouring towns prior to Independent's Day. To entice people to the event, a fantastic competition to win a trip to New York for two people will take place. Entry is free however completed forms must be handed into an independent retailer in Leamington on 4 July.

Independent retailers are also being encouraged to participate in the event by dressing their windows with an American theme, providing samples for shoppers during the event, taking to the streets with an usherette tray and offering customers an American themed refreshment.

Helen Smith, Executive Director of BID Leamington, stated "We are delighted to be hosting this event aimed specially at promoting the range of unique and individual stores we have in Leamington. With so many exciting events taking place there's something for everyone to enjoy. We want to encourage as many stores to get involved and take advantage of this fantastic opportunity to promote their products in true carnival style".

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