

New Lights & Look for Royal Leamington Spa this Christmas

For visitors wanting an exciting, vibrant town to shop this Christmas and benefit from an enhanced visitor experience, Royal Leamington Spa is the place to visit. BID (Business Improvement District) Leamington has purchased a brand new set of Christmas lights which will spectacularly light up the town. The lights will be switched on from 5:45pm on Sunday 16 November with entertainment from 1pm.

From 16 November – 25 December, BID Leamington is also taking the opportunity to enhance the visitors experience by organising a number of exciting festive activities. Street entertainment and live music will take place Thursday evenings and during Saturdays. Europe's largest toboggan run and Donkey rides will take place in the Pump Room Gardens on Saturday 22 November.

Children will have the chance to spot Father Christmas as he drives around the town on Thursday 18 November from 6pm – 8pm. Children can also visit his Grotto in the Royal Priors on 13, 14, 20 & 21 December. On 6 December from 11am – 4pm visitors can watch live reindeer in Regents Court and have their photo taken for a donation to charity. Regents Court also plays host to an ice rink on Saturday 13 & 20 December from 10am – 5pm.

A 'YuleTide Fayre' will take place every Sunday on The Parade from 23 November – 21 December whilst from 27 – 30 November, visitors can purchase Christmas decorations, Belgian chocolate, calendars and candles from Sarah Horne Flowers in the Town Hall.

On Saturday 6 December David Harrop and Carl Lewis will perform their highly popular Christmas Show in the Royal Priors. '*A Song for Christmas*' is a unique interactive, live musical show, emphasising the joy and fun of Christmas whilst reflecting the meaning and values of this special time. '*Beauty and the Beast*' runs from 13 December – 3 January at the Royal Spa Centre. Audiences can watch this spectacular fairytale pantomime, with glittering costumes and an outstanding professional cast.

Helen Smith, Executive Director of BID Leamington, stated "We have a fantastic programme of events lined up this Christmas to create a far greater and improved experience for shoppers and visitors. The new improved lights will make a huge difference and attract far greater numbers. We hope to make this one of Royal Leamington Spa's most successful and prosperous Christmases ever."

Press release – 21 October 2008

Supporting Royal
Leamington Spa



BID Leamington is urging local Schools, Singing Groups and Societies to perform by singing festive songs in the run up to Christmas. Specific sites have been allocated within the town for singers to perform. Groups interested should contact Helen Smith on 01926 470634.

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For more information, interviews and photo opportunities please contact:

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Or Helen Smith at BID Leamington on 01926 470634 or helensmith@bidleamington.com