



Press Information

**For immediate release**

## **Romford BID Launches Celebrate The Street**

Romford BID is excited to announce a summer festival to celebrate the streets of Romford with a spectacular weekend of FREE live music, dance performances, roaming entertainers, a children's circus, craft workshops, fair rides, Carnival processions and more.

The three-day celebration of Romford Town will take place between Friday 7<sup>th</sup> July – Sunday 9<sup>th</sup> July. The celebration will start at 5pm on Friday with dazzling live music from local artists on the main stage in front of Tollgate House, finishing with an incredible headline act. There will also be an abundance of varied street food on offer to enjoy while you appreciate the music.

On Saturday activities will take place all day across the town, finishing at 9pm. The Liberty Shopping Centre will be hosting a second stage for the event, featuring performances from dance and theatre groups, and local musicians. The Mercury Shopping Centre will have free games to enjoy and drop in arts and crafts workshops. The BID has organised for a children's circus to be in situ at The Brewery including instructors who will be able to teach visitors some circus skills. There will also be fairground rides on South Street to enjoy.

To keep the children entertained, Romford BID has arranged for face painters to be available to transform kids into their favourite character. There will also be walkabout performers amazing visitors throughout the day, who will be happy to take a selfie or two! Plus, there will be more live music on the main stage in front of Tollgate House throughout the day with a special appearance from Time FM.

On Sunday, between 10am and 6pm, there will be a huge selection of kids activities happening in Market Place including meet and greet characters, balloon modellers and magicians. A carnival procession made up of the local community will roam the town and there will be more musical talent filling the airwaves and family cabaret shows to enjoy in. This weekend extravaganza will complete with a free showing of a family friendly movie in front of Tollgate House.



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**Julie Frost, Romford BID Director** said, *“This event is a real celebration of everything Romford encapsulates – it’s a vibrant, diverse destination that is the cornerstone of Romford’s culture. So we’ve pulled out all the stops to ensure this is a sensational and memorable event for everyone. It will be the biggest event the town’s ever seen so definitely not a weekend to miss out on!”*

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**For more information, please contact Sarah Gregory on 07725 041862**