



## Press Information

### **Step Into an Enchanted Christmas in Romford this Year**

Romford BID is thrilled to announce that it has arranged a host of festive attractions and activities for the town that will take place across four consecutive weekends, starting on Saturday 25<sup>th</sup> November and ending on Sunday 17<sup>th</sup> December, all for FREE.

On Saturday 25<sup>th</sup> November visitors to the town will be enchanted by an incredible array of entertainers including Cinderella and Prince Charming characters, plus festive stilt walkers. Performances will take place at Romford Shopping Hall between 12pm – 1pm and then will be roaming in the town centre from 1pm – 4pm.

On Saturday 2<sup>nd</sup> December, Elsa and Anna characters from Frozen will be waltzing into the town for visitors to admire, plus fabulous festive stilt walkers will be adding to the fun. Shows will take place at The Brewery Shopping Centre between 12pm – 1pm and then performers will be roaming the town between 1pm – 4pm.

In anticipation of one of the biggest movies of the year, on Sunday 10<sup>th</sup> December Romford BID has arranged for Willy Wonka characters and stilt walkers to be at The Mercury Shopping Centre between 12noon – 1pm and then roaming the town centre between 1pm – 4pm. Santa's Reindeer will also be popping along to The Brewery (outside Costa) between 12pm – 4pm to pose for selfies and make magical Christmas memories with the little ones.

Finally, on Sunday 17<sup>th</sup> December Romford BID has arranged Nutcracker character performances and festive stilt walkers to entertain visitors. Performances will take place between 12noon – 1pm at The Liberty Shopping Centre and then between 1pm – 4pm around the town centre. Santa's Reindeer will also be visiting the Market Place (outside Lloyds Bank) between 12pm – 4pm for families to meet (and maybe give Dasher a stroke).



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To make everyone feel even more festive, Romford BID has arranged for magical snow experiences to take place at different locations in the town on select dates between 2<sup>nd</sup> December to 24<sup>th</sup> December. Follow Romford BID on social media for an update on locations for the snow shows. This is a first for the town and will create very memorable experiences for shoppers.

Harold Hill Craft will be bringing master glass maker, Jon Lewis, to Romford Market on Saturday 9<sup>th</sup> December. Jon and his team will be giving visitors the free opportunity to make their own Christmas glass stamp to take home and keep or gift to a loved one. Romford BID has also arranged for several community choir and dance performances to take place across the town over the festive season by SingTok, Rhodes Theatre School, St Edwards Choir, The Romford Drum and Trumpet Corps and The Salvation Army.

There will be a giant wreath installed outside Tollgate House from 23<sup>rd</sup> November for the ultimate Christmas selfie. Free fairground rides will also be available by Tollgate House and along South Street from 16<sup>th</sup> to 24<sup>th</sup> December for one more Christmas treat. Full detail of the festive entertainment schedule can be found at [romfordbid.co.uk](http://romfordbid.co.uk).

Romford BID is also pleased to announce that it will once again be supporting Time FM's annual 'Give a Child a Christmas' campaign, which gifts donated toys and presents to under-privileged children across Havering, Barking and Dagenham and Redbridge. People wishing to donate presents to the appeal can do so at the Time FM studio in the Liberty shopping centre and GBP Estates in Victoria Road. The Body Shop, located on South Street will also be collecting donations for this year's campaign. Donations will be accepted up until Friday 15<sup>th</sup> December. Those wishing to make an online donation to support the appeal can do so via the appeal's Go Fund Me page - <https://gofund.me/63a11240> which is being run by Romford BID.

**Julie Frost Romford BID Director said,** *"Romford should be everyone's first destination for Christmas celebrations this year. We've arranged for a huge ensemble of Christmas entertainment to take place across the town on a regular basis this festive period, with no need to pre-book. This is the biggest*



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*we've ever done at Christmas, so I am super excited to see families, couples and friends enjoy everything we've arranged, particularly the special snow experiences, incredible character appearances and our beautiful giant wreath. I also can't wait to see the stilt walkers who I'm told train circus performers, so I'm expecting great things!"*

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