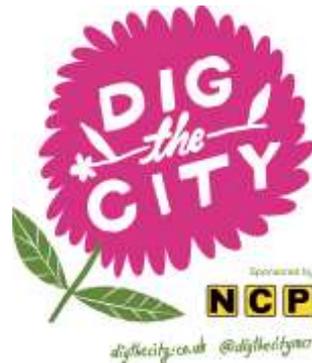


Press release



Dig the City returns with One Big Shopping Weekend

Guerrilla fashion shows and a search for the Face of the Festival



Pictured: Floral umbrellas commissioned by Dig the City to mark the festival's fashionable return

The city centre will turn catwalk in two weeks with the return of Manchester's summer garden festival, Dig the City (Friday 31 July to Thursday 6 August).

Starting the festival in style, Saturday 1st August and Sunday 2nd August is Dig the City's **One Big Shopping Weekend** - a packed programme with fashion firmly at the forefront.

As part of the party, Manchester's top shops, including Reiss, House of Fraser and Marks and Spencer will be taking part in a series of pop-up guerrilla fashion shows on Manchester's busiest streets; King Street and New Cathedral Street.

See new season pieces from Reiss, Jigsaw, M&S, Joy, House of Fraser and more...

At each location the exclusive #digforfashion truck will touch down, loaded with models, stylists, make-up artists and photographers ready to spring onto a rollout

green grass catwalk and reveal a series of looks created with clothes from Manchester's best retailers.

The #DigforFashion team will be staging a social media takeover, with fashion fans able to follow the #digforfashion hashtag on Instagram and Twitter to see photos and a live Periscope cast from each show.

Dig the City are also on hunt for The Face of Dig 2016. Festival organiser Nelson Beaumont-Laurencia explains; "We are looking for someone that embodies the spirit of Dig the City, let's call them an urban rose..." The winner will be invited to model as part of next year's festival promotions.

Throughout the festival, Manchester's retailers will be creating their own floral displays in shop windows, which will be judged by festival patron Diarmuid Gavin. Retailers from Jigsaw, LK Bennett and Hobbs, to Paperchase, Skipton Building Society and Molton Brown will bring their windows to life with flowers and plants. Check out **House of Fraser** who will be displaying a floral textile collection from **The Whitworth**. Show your love on social media and vote for The People's Favourite window using **#digthecitymcr**

There will be tonnes of Dig Discounts from shops across the city centre, including Gap, Joy, Selfridges, Kipling, The White Company, Henri Lloyd, Paperchase, Patisserie Valerie, The Whiskey Shop, Links of London and Vidal Sassoon, makeovers and gifts at SpaceNK and The Body Shop, children's planting event, free coffee and pamper events at White Stuff and Mint Cocktails at Mint Velvet.

There is also the chance to win a fabulous prize package worth over £1000 – 'A Shopping Weekend in Manchester' - for shoppers who spend over £50 during Dig the City in the city centre. Just head to the Information Point in St Ann's Square with your receipts during the festival (10am – 6pm), and the winner will be drawn on Friday 7 August.

[ENDS]

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About Dig

the

City

Dig the City is Manchester's summer garden festival and newest summer attraction. The event transforms the city's shopping streets – taking in Market Street, New Cathedral Street, St Ann's Square, King Street, Deansgate and Greengate Square. There are Show Gardens, horticultural talks and workshops, children's activities, live music, entertainment, fine food – and special shopping events and promotions.

The 2014 festival won 'Outstanding' recognition at the 2014 RHS Britain in Bloom Awards – following a 'Gold' award in 2013. The 2013 festival won a Commendation at the 2013 UK Events Awards.

Dig the City is produced by CityCo on behalf of the Heart of Manchester Business Improvement District (BID) – a consortium of over 380 city centre retailers.

The festival is supported by Manchester City Council, Manchester Cathedral, Visit Manchester, Salford City Council, Metrolink and the National Trust, alongside event partners and sponsors.

More information can be found at digthecity.co.uk

About the Heart of Manchester BID

The Heart of Manchester Business Improvement District (BID) is an independent not-for-profit company governed by a Board of retailers and city centre stakeholders.

A Business Improvement District is a successful management model operating in most towns and cities in the UK, and across the USA and Europe. Manchester's BID is a specific geographical area encompassing over 380 retailers spanning King Street, St Ann's Square, New Cathedral St, Exchange Square, Market St and part of Deansgate.

The BID is financed by a levy made on the basis of rateable value – meaning over £1 million per year will be invested for a period of 5 years. Agreement to launch was made through a successful legal ballot. The BID is focused on delivering customer service and promotional initiatives aimed at increasing footfall and retail spend in city centre Manchester.

More information about the Heart of Manchester BID can be found at www.heartofmanchester.com

NCP

NCP Manchester Limited (NML) was formed in 1999 as a joint venture between NCP and Manchester City Council. NML has allowed the city to change the way parking services are delivered, serving as a gateway to the city whilst integrating with the city's various transport systems. NML delivers many cutting edge innovations to ensure that Manchester enjoys the finest car park facilities, including our pre booking system, where customers can book their parking at selected car parks in Manchester through www.ncp.co.uk to guarantee their space at all times.

For more information please contact: pressoffice@ncp.co.uk