



PRESS RELEASE

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FREE ROYAL STREET PARTY AT RUNCORN SHOPPING CENTRE

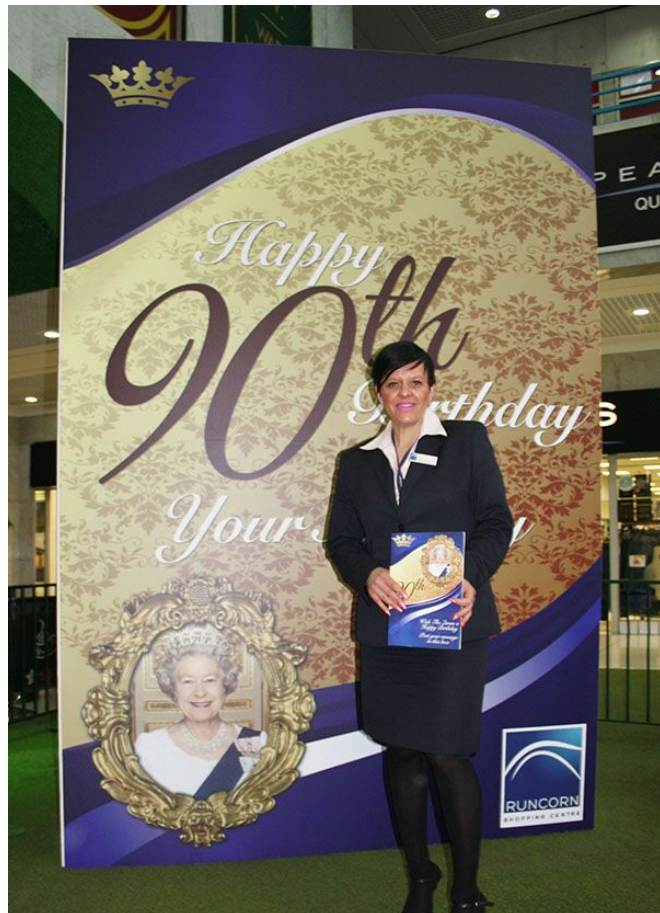
Fifty lucky Halton residents are invited to be VIP guests at a special street party hosted at Runcorn Shopping Centre on Saturday 11 June to celebrate the Queen's official 90th birthday.

Anyone can apply for up to four free tickets through the centre's website www.runcornshopping.co.uk.

The deadline for applications is Friday 3 June and winners of the hottest royal ticket in town will be treated to a free sumptuous buffet lunch and front row seats for an afternoon of top entertainment, hosted in the centre square between midday and 4pm.

The free afternoon show, open to everyone, includes previous winners of *Halton's Got Talent*, including last year's star Beau Dermott, who has since catapulted to fame in the national ITV show *Britain's Got Talent*.

And anyone wanting to follow in her footsteps, can find out more about this year's *2016 Halton's Got Talent* competition which will be launched with a great fanfare of publicity at the royal street party.



In advance of the street party, nearly 200 shoppers responded to an invitation to send in their own personal royal birthday greetings for HM Queen Elizabeth II. These messages have been printed in a giant birthday card which was personally delivered to Buckingham Palace in London by the centre's marketing manager Claire Woollorton on Wednesday 25 May.

The giant card measured 3 metres tall by 2 metres wide and needed to be transported to the capital in a special transit van.

Claire explained: "The Queen opened the shopping centre in July 1972 and ever since then we have had a special link with her. We wanted to do something amazing to help her celebrate her 90th birthday and Halton residents have responded in style. Many people remember the big day 44 years ago and recall getting the day off school to see her.

"Delivering the big greetings card was a major logistical challenge but we think it's guaranteed to attract her attention to the lovely messages from her loyal Halton fans - although I suspect even the Queen won't have a mantelpiece big enough to display it!

"Saturday 11 June is her official birthday with Trooping the Colour and other festivities in London. In Runcorn we intend to have a brilliant time too and look forward to fantastic family party."

For further details and to apply for free tickets to the royal street party, go to the Runcorn Shopping centre website www.runcornshopping.co.uk.

Issued by Lynn Pegler, Pegler Communications

On behalf of Runcorn Shopping Centre

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