

**PRESS RELEASE**

**3 July 2017**

## **RUNCORN CELEBRATES NEW LOOK 'SHOPPING CITY'**

Hundreds of shoppers and community groups enjoyed a fun-packed celebration day at Runcorn Shopping City on Saturday as it went back to the future to mark its new name and rebranding.

Halton Mayor and Mayoress, Cllr Alan Lowe and Cllr Joan Lowe, along with the centre's oldest shopper 100-year-old Bill Armes, were guests of honour at the street party, which also marked the centre's 45<sup>th</sup> birthday.



A new music video with a local 'cast of thousands' dancing and miming to the hit Starship song "We Built this City" was premiered on big screens around the centre.

Music was led by the Everton and District Pipe Band, with DJ presenters Jimmy Day and Pete Pinnington introducing performances and activities in the main square. Runcorn Veterans, Halton Hospital's Lymphoedema Awareness volunteers, Murdishaw Arts Co-operative and Widnes-based Eclipse dance group were just a few of the community groups with stalls and providing entertainment.

Shopping City manager Karl Clawley said: “It feels right to change our name from ‘Centre’ back to ‘Shopping City’ again. For 45 years we have been at the heart of the Runcorn community. People know us as “The City”. The wonderful new logo by Runcorn designer John Saunders shows a family shopping – which is exactly what happens here.

“The new video is great fun and a fantastic way to celebrate our new name. We are hoping everyone will share it on social media and really put Runcorn on the map.”

Created by North Star Digital and Pegler Communications, the video features the talents of more than 250 local school children, Mersey Gateway construction workers, Halton’s mayor and mayoress, police officers, Halton Chamber CEO and dozens of retailers and shoppers.

To see the video, follow the You Tube link: <https://youtu.be/rIVFRdadSA>. For more information, go to the new Shopping City website, [www.shopping-city.co.uk](http://www.shopping-city.co.uk).

#### **Photos show (Lto R):**

1. Runcorn designer John Saunders with the new Runcorn Shopping City logo.
2. Cutting the celebration logo cake are (LtoR): John Saunders, Mayoress Cllr Joan Lowe, Mayor Cllr Alan Lowe, Shopping City manager Karl Clawley, oldest shopper 100-year-old William Armes.
3. Eclipse dance group, based in Victoria Road, Widnes.
4. Murdishaw Arts Co-operative Betty Gardler, Sandie Parry, Cath Harrison.
5. Fundraising stall for Lymphoedema Awareness volunteers, based at Halton Hospital.
6. Face painting: Kathryn O’Connor from Magical Memories paints six-year-old Kenzie McDermaid.
7. Stick’n’Step – a new conductive education centre for children with cerebral palsy will be opening in Runcorn in September. Operations manager Sarah Smithson (right) with volunteer Carrie Harrison.
8. Presenters Jimmy Day and Pete Pinnington, from *Pete Pinnington Presents*.
9. Minion characters with Katie Rosealeer (front) and Stacey Wood (rear)
10. Minion character enjoys a foot massage with Lesley Woodcock, from ‘Chillax with Lesley’.
11. Everton & District Pipe Band
12. Halton Borough Council’s Community Development Manager Nicola Goodwin encourages entries for Halton’s Got Talent 2017 contest.
13. Enjoying the celebrations: Nathan Saunders (4) with his cousins, three-year-old identical twins Bradley and Nathan Saunders.
14. New ‘Shopping City’ branding on building exterior.

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