



HERTFORD TOWN COUNCIL

NEWS RELEASE

1st November 2017

Start Christmas in Hertford

The annual **Hertford Christmas Gala** will take place on Friday 24th November from 3.30pm - 8pm, followed by the **Think Christmas Think Hertford** event on Saturday 25th November.

Both events are organised by Hertford Town Council, and sponsored by Specsavers Hertford and Go Move. The festivities take place in Hertford town centre where residents and visitors are encouraged to visit the county town, shop locally and get into the Christmas spirit.

Hertford Christmas Gala

The streets will be filled with Christmas market stalls, children will be able to meet Santa in his grotto, reindeers can be stroked, and visitors even get a chance to hold a friendly barn owl.

Street entertainers including Olaf from Frozen and Mickey and Minnie Mouse will roam around the town, there will be fairground rides and visitors can even book onto a Haunted Hertford Ghost Walk.

Children will be able to dress up and perform a living nativity scene and singers, performers and bands will perform live on stage.

The Mayor of Hertford, Cllr Susan Dunkley, accompanied by Santa, will switch the Christmas tree lights on in Salisbury Square at 6.30pm.

A free children's elf trail will also launch on the day of the Christmas Gala and run until 15th December.

In addition, 27 of the retailers will offer in store discounts and promotions. Examples of some of the discounts and promotions will include:

Free sight tests at Specsavers

Free activities and festive treats at Go Move

Goody bags, colouring, hot chocolate and more at Hertford Theatre

Free mince pies and have a photo taken with the Christmas Stable Unicorn at The White Hart

20% off shoes and bags at Kids Connection

20% off all diamond jewellery at Jewel of Hearts

20% off all full price clothing at Edinburgh Woollen Mill

Think Christmas Think Hertford

The festivities continue after the Christmas Gala with Think Christmas Think Hertford, an event that runs on Saturday 25th November in the town centre.

There is free admission for visitors to get selfies taken in a Giant Snow Globe located in Parliament Square. There will also be a mulled wine stand and acoustic musicians performing live all day.

Children can meet Elsa & Anna from Frozen at set times in the Bircherley Green area, where they can also make and take crafts for all ages with Art Shed and listen to a special Christmas performance from the students of 'Make Believe'.

Many retailers will be offering discounts, promotions and in-store entertainment throughout the day.

Highlights include:

- Visit Santa at Mudlarks Garden Café (small fee applies)
- Free balloons & sweets + 10% off all stock at The Flower Bar
- Free goodies from the Tourist Information Centre with purchases over £5
- Special in-house tastings at Marks & Spencer
- Instore promotions over mince pies & chocolates at Gingerlillie
- Staff will wrap your Christmas gifts whilst you enjoy a drink at The Stone House
- Sherry and shortbread tasting instore at Edinburgh Woollen Mill
- 10% discount for adult walk-in clients at Love Locks Hair & Makeup Lounge
- 10% - 50% savings on all stock and special orders at Marshall's of Hertford
- Free gift wrapping on all pre-ordered hampers over £30 at Giambrones

Chairman of Hertford Town Council's Development & Leisure Committee, Councillor Jane Sartin, said: "As thoughts turn to Christmas shopping and celebrating the season, the events in Hertford town centre on 24th and 25th November will hopefully remind everyone of all that our town centre has to offer. We have seen a number of new shops open their doors in the town centre over the past few weeks, and the wide range of restaurants, pubs and bars make the town the ideal place to celebrate Christmas and New Year."

Visit www.gohertford.co.uk/events/ to download the event programme.

Note to Editors

For further information on Go Hertford this Christmas, please contact Nikki Smith on 01992 552885

For comments, please contact Cllr Jane Sartin on 07970 743304

Sponsor details

Go Move

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Specsavers Hertford

T: 01992 526250

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28 Bircherley Green Shopping

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