



PRESS INFORMATION  
For immediate release

Date:

### **Newbury's Giant Easter Egg Hunt is back!**

Get ready, Newbury's 'Giant Easter Egg Hunt' is back for another year. Organised by Newbury BID in conjunction with Parkway, this egg-citing event is running from the 8<sup>th</sup> April – 22<sup>nd</sup> April, covering the three weekends of the school holiday. Collect your form from the Easter craft workshop in Parkway or download from the Visit Newbury website and you will be on your way, chasing the secret location of 12 Giant Eggs hidden around Newbury Town Centre – all beautifully decorated by Rainbows of Newbury, local arts and crafts store found in Inches Yard. Collect the clues, break the code and be in with a chance of winning an egg-ceedingly, egg-cellent prize!

Not to forget the Easter Craft workshop taking place in Parkway between the 12<sup>th</sup> – 19<sup>th</sup> April. Not only can you collect your forms at this location but stay and take part in an array of Easter craft activities.

Managing Director of Newbury BID Russell Downing said, “The Giant Easter Egg Hunt 2016 was such a big success that the team at Newbury BID are thrilled to be working with Parkway to bring it back to Newbury again this year.”

All forms need to be in by 5pm on 22<sup>nd</sup> April, either returned to the workshop venue, emailed to [info@newburybid.com](mailto:info@newburybid.com) or posted to Newbury BID, Broadway House, 4-8 The Broadway, Newbury, RG14 1BA. Great prizes await the winners, to be announced on 26<sup>th</sup> April.

Newbury BID is a Business Improvement District Company (BID), responsible for managing the Town Centre. The work includes the marketing and promotion of Newbury and the development of links between organisations and the local community. For more information about the events and Newbury BID visit [www.visitnewbury.org.uk](http://www.visitnewbury.org.uk)

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#### **Notes to the Media**

For any further information please contact Annie Danielli, Digital Experience Manager on:

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