

News Release

WOLVERHAMPTON CITY CENTRE FIGHTS BACK

Amid stories of empty shops and ghost towns up and down the county, Wolverhampton city centre is fighting back and has just launched a marketing campaign to encourage people to make the most of the experiences and attractions on offer.

Key players from the across Wolverhampton have come together to devise and fund a marketing campaign worth £10,000 to raise the City's profile and get people to visit the city centre whether this be for shopping, live music, theatre, art or sport.

The 'Capture the Moment' campaign is being lead by Wolverhampton City Centre Company working through the City Centre Marketing Partnership and includes an airtime campaign on Beacon Radio, which devised the 'Moments' strap line, posters around the city centre and in empty shops and competitions.

Helping launch the campaign was Chris Iwelumo from Wolves along with Fresh and Jo from Beacon Radio and the Thunder crew

Kim Gilmour City Centre Manager said: "The thinking behind the 'Capture the Moment' campaign was to celebrate and promote all the amazing experiences you can have in Wolverhampton right now. The aim of the campaign is to encourage visitors and remind local people that Wolverhampton is an accessible city centre with a wealth of attractions all within close proximity.

"All the strategic partners are supporting the campaign and have contributed with funding or in kind contributions."

'Capture the Moment' posters have been produced with striking images chosen to convey that special moment from around the city such as celebrating at Wolves, shopping with friends, graduates celebrating at an awards ceremony, captivating films at Light House cinema, fun-loving crowds at the Civic Hall, the Grand Theatre's fantastic range of productions and amazing displays at the Art Gallery.

1st September 2009