



A BID Loughborough brand.

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PRESS RELEASE - FOR IMMEDIATE RELEASE

Love Loughborough Hosts Free Easter Family Fun Day and First Easter Gardeners' Fair

Families across Leicestershire are invited to celebrate Easter with a full day of free activities, entertainment and market shopping as Love Loughborough hosts its Easter Family Fun Day in conjunction with the award-winning Gardeners' Fair.

The event will take place between 10am – 4pm on Sunday 5th April across Loughborough Market Place, Cattle Market, Devonshire Square and inside the Odeon, bringing together local traders, family entertainment and seasonal activities for visitors of all ages.

The Easter Gardeners' Fair will feature a huge selection of stalls offering a vibrant mix of plants, artisan crafts makers, local food and drink providers and unique local products.

Families can also enjoy a Children's Activity Centre at the Odeon, running from 10:30am to 3:00pm, packed with Easter-themed entertainment including:

- Meet the Easter Bunny with photo opportunities
- Balloon modelling and bubble blowing
- Hair and face glitter
- Easter crafts and activities
- Guess the Name of the Bunny competition
- Easter Bunny Trail
- Easter Egg Hunt around the market stalls with prizes
- Easter Bonnet Competition at 2:00pm inside the Odeon

Visitors will also have the chance to experience exotic animal handling with Fudge & Co, running from 10am to 2pm, where families can meet, hold and take photos with a range of fascinating animals.

Other free activities can be found on the Loughborough BID Market Stall where families can plant seeds, learn about growing vegetables and flowers and enter competitions such as the Grow the Tallest Sunflower.

Kat Pinnington, BID Business Development Manager said:

“Easter is a wonderful opportunity to bring the community together, and we’re excited to host this year’s first Easter Gardeners’ Fair alongside a fantastic day of free family entertainment. With a huge selection of market stalls and plenty of activities for children, we’re looking forward to welcoming families into Loughborough town centre for a fun-filled Easter Sunday.”

The Easter Family Fun Day is free to attend and open to everyone, offering a great day out for families while supporting local traders and businesses in the town centre.

For more information about events in Loughborough town centre, follow Love Loughborough BID on social media or visit www.loveloughborough.co.uk/events

~ENDS~

Notes to editor

The Loughborough BID was set up in February 2012 following a vote of town centre businesses. It represents 600 businesses across all sectors that each pay an annual levy to fund the improvements. A board of Directors made up of BID Businesses oversees the delivery and management of the scheme.

For further information on BID Loughborough visit www.loveloughborough.co.uk

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