



PRESS RELEASE

Thursday, 3 March, 2022

PAW Patrol brick trail heads to Northampton town centre

PAW Patrol fans will be able to meet their favourite characters as Northampton town centre hosts an amazing 'trail' of sculptures from the hit show, presented and built by BRICKLIVE.

The town centre is set to host up to 21 models including favourite characters and buildings from the hit Nick Jr. show.

Families can join in the search and find the brightly coloured toy brick models with characters including Chase, Marshall, Skye and the gang all waiting to be found in and around the town centre.

During the two-week event, which runs from Saturday, March 12 to Sunday, March 27, visitors can collect a trail-map and answer questions based on each of the models to be in with a chance of winning one of four £50 vouchers to spend in town centre businesses.

Mark Mullen, Operations Manager at Northampton Town Centre Business Improvement District (BID) which has organised the trail, said: "We're delighted to be welcoming the PAW Patrol brick trail to Northampton, giving local families and shoppers the chance to get up close and enjoy these amazing models.

"From little ones to big kids at heart, the trail will have something for fans of all ages, and we hope families take advantage of this free event and explore our town centre as they visit each PAW Patrol character on the trail.

"The quiz and trail competitions will keep the whole family entertained and with this event being free for all, we hope to ignite imaginations and create long-lasting memories."

Model builders are busy preparing the characters, with the pups ranging in size from 75cm to 120cm high.

The trail will also feature a two-metre-tall lookout tower using over 65,000 bricks while families can also pose for a selfie in Marshall's fire truck – made up of a whopping 141,000 bricks.

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Maps and prize draw entry forms can be collected from any hosting businesses as well as Abington FX, Metro Bank and Kall Kwik Northampton or downloaded from the BID website. Entries can be posted into a postbox located in Grosvenor Shopping Northampton.

This project is being funded by West Northamptonshire Council, through the Welcome Back Fund and supported by Grosvenor Shopping Northampton.

Cllr Lizzy Bowen, West Northamptonshire Council's Cabinet Member for Economic Development, Town Centre Regeneration and Growth said: "We're really looking forward to seeing these colourful Paw Patrol characters around Northampton town centre as a result of working together with the Northampton Town Centre BID and we hope that families get to experience great days out whilst the trail is live.

"The brick trail is just one of several initiatives being delivered as a result of the Welcome Back Fund - we are currently running a 'Love Your High Streets' campaign on billboards and bus shelters across West Northamptonshire, encouraging people to get back into their local town centres and highlighting the benefits of supporting independent businesses."

Models will be found in the following businesses:

A-Plan Insurance
Argos
Café Track
Eden Mobility
Esquires Coffee
G&E McIntyres
Grosvenor Shopping (x3)
LUSH
Michael Jones Jeweller
Nationwide
Northampton Health Store
Northampton Museum and Art Gallery
Northamptonshire Central Library
Olly B's
St Gyles Jewellers
The Entertainer
Vintage Guru
Virgin Money
Voni Blu

For more information on the Paw Patrol Trail, visit www.discovernorthampton.co.uk

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Notes to editors

- Further interviews are available upon request. To arrange, please call Daniel Owens from Orange Juice Communications on 07909 916668 or email daniel.owens@ojpr.co.uk

About Northampton Town Centre BID

- Business Improvement Districts are business led partnerships within a defined area, created through a ballot process to deliver additional services to businesses within that area.
- There are over 310 BIDs across the country. Northampton Town Centre BID was set up in 2010 and is now in its third five-year term. It is made up of approximately 650 businesses, across retail, professional and hospitality sectors.
- The BID is scheduled to run until March 2026 and aims to deliver Promotion, Experience, Growth and Investment to the Town Centre. It is managed by Partnerships for Better Business (pbb UK) who also manage several other BIDs across the country and governed by a Board of Directors who operate businesses within the town centre and who give their time voluntarily.