

LONDON'S CHRISTMAS CAROL

PRESS RELEASE

FIRST FOR REGENT STREET, FIRST FOR WEST END, FIRST FOR LONDON

The world renowned Regent Street Christmas lights will be switched on 3 November 2009 and will be part of the first ever joint West End switch-on with Oxford Street. At the same time, the City of London will also join in the celebrations to mark the launch of the festive season in London. The event will coincide with the world premiere of Disney's A Christmas Carol in Leicester Square with both famous shopping streets sharing the theme.

Colin Firth will push the button to light up Regent Street, and Jim Carrey will light up Oxford Street whilst Bob Hoskins will get the festivities underway in the very heart of Dickens' London, at St Paul's Cathedral. The announcement of additional stars from music and theatre taking part in the dazzling celebrations will soon be made.

Regent Street was one of the first destinations in Europe to have illuminated Christmas lights; dating back 55 years. Famous faces invited to switch on the lights previously have include HRH The Prince of Wales, Kylie Minogue, Sir Anthony Hopkins, Sylvester Stallone and Sir Ian McKellen.

The World Premiere of Disney's 'A Christmas Carol' will then take place at three of London's leading cinemas in Leicester Square creating the UK's biggest ever 3D screening, where the stars of the film Jim Carrey, Colin Firth, Bob Hoskins and Academy Award®-winning filmmaker Robert Zemeckis will come together to welcome guests and media from around the world.

Tickets will be available for the public to take part in the world premiere which is in support of Great Ormond Street Children's Hospital. A donation will be made to Great Ormond Street Hospital Children's Charity (Registered Charity no. 235825).

Disney's partnership with the hospital on the night is to help towards an ongoing Disney campaign to raise an invaluable £10 million towards their much-needed redevelopment appeal.

From November 3 until January 5, London will turn back the clock for 'London's Christmas Carol', its largest ever festive celebration which will bring to life the magic of Charles Dickens' enduring classic. The West End's most famous streets, Regent Street and Oxford Street along with the City will echo to a series of public concerts, events and a world record gathering of carol singers in a joyful celebration of the nation's favourite time of year.

regentstreetonline.com

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October 2009



REGENT STREET
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NOTES TO EDITORS

- The world class shopping destination of Regent Street was one of the first purpose built shopping streets in the world and today celebrates 180 years of shopping. In 1954 Regent Street was the first European shopping street to have illuminated Christmas lights.
- Regent Street has undergone a £750 million investment plan and has attracted many new flagship brands including; Europe's first Banana Republic store, the world's first National Geographic store, Toy Watch, Guess as well as Cos, Camper, Ferrari, Hoss Intropia and the finest toy shop in the world, Hamleys.

- New fashion shops soon to open on Regent Street include Anthropologie (23 October); the first outside the US and Gant. Aqua Hong Kong's renowned restaurant has recently opened a roof top venue in Regent Street.



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