



Press Information

Romford BID is Creating Christmas Magic in the Town this Year

Romford BID is excited to announce that this Christmas it is bringing an eclectic mix of entertainment to Romford for all to enjoy for free, including light-up installations, Christmas trees, snow machines, character performances, and more.

For the first time Romford BID has arranged for a spectacular light-up ginormous reindeer to be installed on South Street from early November. This stunning festive feature is sure to be a showstopper - perfect for everyone to admire and snap a photo with on their visit to the town. The BID has also arranged for a beautiful Christmas tree to be positioned outside the Golden Lion in the town centre and sparkling lights on the living wall at Romford Train Station, for everyone to enjoy.

Then on Saturday 7th December and Saturday 14th December, Elsa and Anna characters from the Frozen film will be waltzing into the town for visitors to meet, plus fabulous festive stilt walkers will be adding to the shenanigans. These special performers will be roaming the town centre and amazing visitors from 12noon – 4pm on both days. We will also have SingTok joining us at the Mercury Mall at 12.30pm and Brewery shopping centre at 2.00pm on Saturday 7th December.

To bring even more festive cheer to the town, Romford BID has arranged for magical snow displays at various locations around the town on select dates in December. Keep an eye on Romford BID's social media for updates on where and when you can catch these special snow shows.

We are also working on plans for "Carols in the Market" both contemporary and traditional on Saturday 21st, Sunday 22nd and Monday 23rd December.

Once again Romford BID will be supporting Time FM's annual 'Give a Child a Christmas' campaign. This initiative helps bring joy to underprivileged children across Havering, Barking and Dagenham, and Redbridge by providing them with donated toys and presents. To contribute, donations can be dropped off at the Time FM studio in Laurie Walk at the Liberty and will be accepted until Friday



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13th December. For those who prefer to support the appeal online, donations can be made through the campaign's GoFundMe page, which is being managed by Romford BID:

<https://gofund.me/7c4de76a>

Julie Frost Romford BID Director said, *"The Romford BID has put together a fantastic free line-up of Christmas entertainment throughout the town which families, couples and individuals can look forward to. I personally can't wait to see our reindeer, which I promise you will be HUGE and will really bring the wow factor to the town - our snow machines will also bring that extra special festive touch to the town. I am also excited to be working on a plan to bring carols to the market, so keep an eye on our social media and website for updated information."*

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For more information, please contact Sarah Gregory on 07725 041862