Press Release

EMBARGOED: 5PM 1st December 2020

**Bristol Advent’ures bring Bristol Together at Christmas**

If you head to the city centre this Christmas, you’re in for a bit of a surprise…. If you can ever really be surprised in a city as wonderful and creative and Bristol.

Bristol Advent’ures, a new arts project spearheaded by Bristol City Centre BID, will light up a new building each day with a selection of the most jolly and iconic Christmas lyrics, with a trail of 24 locations complete by Christmas Eve.

The project is part of the #BristolTogether collaboration which brought thousands of people to the socially distanced “Hearts in Parks” this summer. For this initiative over 100 businesses have come together to make a little bit of magic happen for the city. Expect some glowing building frontages, some messaging under your feet and plenty of surprises emerging across the city centre.

Keith Rundle, Operations Director of Bristol City Centre BID explains;

“As we enter the festive period, we want to bring some wonder and creativity to our city in December. Many of the city’s businesses have come together to make it happen, providing their buildings, power supplies, lighting and time to create a trail for us all to enjoy and explore safely. Lighting and production company SLX have kindly supplied all the kit and we are really pleased to be able to provide opportunities for lighting technicians who have lost work in theatres and productions this year.

“As the shops reopen tomorrow we’re encouraging people to support the city centre’s retailers, while remembering to be respectful and protective of each other and those working in their stores. The project is designed to still be enjoyed while we are in Tier 3 bringing a much-needed lift to the city centre and visitors, residents and workers. It also enables us to remain careful to maintain social distancing and be safe whilst having fun. These projections are designed to bring joy to the streets and will build each day through the month. There is a new one every day so we encourage everyone to come back time and again to see the projections and support the local city centre businesses.”

Expect some of your favourite Christmas phrases with Visit Bristol and the city’s media, inviting suggestions for later in the advent project, so whether you The Pogues, Mariah Carey or Slade as your favourite Christmas artist, look out for the daily unveilings. Locations have been selected across the city centre from Park Street to Cabot Circus. from City Hall to Broadmead, taking in some of Bristol’s most iconic buildings.

So, without further ado. Let us hark the herald angels sing, kiss on the corner and dance through the night, with a festive rum pa pum pum. Get ready to Step into Christmas.

For a full list Bristol Advent’ure locations visit <https://www.instagram.com/bristolbid/?hl=en> or [www.visitbristol.co.uk](http://www.visitbristol.co.uk). Share your photos with the phrases with the hashtag #BristolADVENTure and #BristolTogether.

**ENDS**

**Editor’s Contacts:**

Lights will be revealed each night from 1st until 24th December and remain on in a building advent installation. Photographs and video from each one will be available from Plaster as it is revealed.

For exclusive content and interviews, please speak to the following contacts:

**Plaster Creative Communications**

Kellie Hasbury, T: 07932067283, E: kellie@weareplaster.com

Simon Boddy, T: 0117 953 03290, E: simon@weareplaster.com