**Press Release**

**7th July 2020**

**Bristol invites you to the heart of the city**

Bristol’s businesses and leaders have come together to launch #BristolTogether, a new initiative to safely reopen the city, kicking off with the creation of 374 giant hearts painted throughout its green spaces.

The Bristol City Centre Business Improvement District (BID) team has been working through lockdown to create measures which will invite Bristolians and visitors to the city centre.

Bringing people back together will help the city to build back stronger and faster supporting all businesses and especially those retailers, restaurants, bars and attractions who are safely re-opening.

This week will see a team of artists from Upfest lending a hand to paint the first #BristolTogether installation with 224 hearts in Queen Square, followed by College Green and Castle Park later in the week.

As the people of Bristol begin the return into their city centre workplaces, as well as its shared communal spaces of the city centre; the #BristolTogether campaign reflects that returning to work, study and play must be done within the safety of existing government regulations. The campaign is led by Bristol City Centre BID alongside Visit Bristol, Business West and Broadmead BID, in partnership with the One City Economy Board and Bristol City Council.

Keith Rundle, Operations Director at Bristol City Centre BID, which represents over 750 businesses;

“Since lockdown we have been consulting throughout the city in a joint effort to reopen Bristol safely. This will be an ongoing process which helps workers return to their workplaces, as well as helping retailers, leisure and hospitality businesses to give confidence to their customers. We wanted to remind everyone that we have amazing green spaces right in the heart of the city which makes it the perfect place to meet outdoors while also supporting the city’s economy.

“We’re inviting Bristol to work together to help us recover quickly from the effects of lockdown, but also to help protect each other while still enjoying what our city has to offer. These hearts are the first of our initiatives with more to follow in the coming weeks and months.

The heart shapes are painted on the grass, each is approximately 3m wide with at least 2m distance between them, to encourage workers, shoppers and residents to protect vulnerable city visitors while also turning out to support businesses in the city.

The project was also supported by the European Regional Development Fund through HM Government’s Reopening High Streets Safely Fund.

**ENDS**