

MEDIA ALERT

CHRISTMAS IS COMING AS COVENT GARDEN ANNOUNCES THE LAUNCH DATE FOR ITS WORLD-FAMOUS CHRISTMAS DECORATIONS AND FESTIVE CELEBRATIONS, INCLUDING THE ARRIVAL OF 150,000 MORE LIGHTS

TUESDAY 12TH NOVEMBER



Covent Garden's famous 55ft British-grown Christmas Tree



Christmas decorations in the famous Covent Garden Market Building

Friday 4th October

- ***Tuesday 12th November*** is confirmed as the launch date for Covent Garden's world-famous Christmas lights and decorations, as well as the **start of the neighbourhood's 7 week festive-filled programme**.
- Following the arrival of last year's new decorative scheme, which welcomed 40 gigantic bells with bows, 12 giant baubles and 8 spinning mirror balls, **2024 will welcome the arrival of a brand-new festive lighting scheme throughout the Seven Dials neighbourhood**.
- **With nearly 260,000 LED lights illuminating the Piazza, Seven Dials and surrounding streets, a further 30,000 LED lights** will adorn the world-famous British-grown, handpicked Christmas Tree.
- Over 55ft in height, the iconic **Christmas Tree's** pilgrimage to Covent Garden begins early November.
- From **pop-ups, family-friendly experiences, exclusive shopping events, surprise performances and an abundance of drinking, dining and entertainment offers**, the unrivalled programme of festivities will commence the same night, ensuring Covent Garden will be the place to enjoy all the very best that this festive season has to offer.
- From a visit to **Santa's Sleigh** for the ultimate Christmas photo moment, popping into Covent Garden's **quintessential Chalet on the Piazza** which will offer mulled wine and more, to immersive experiences from world class brands and the return of the neighbourhood's much-loved **'Festive Thursdays'**, bringing live entertainment and late-night shopping.

Today, Covent Garden, one of the world's most recognised and loved festive destinations, announces the launch of its Christmas celebrations and Christmas festive programme, including the switch-on date for its lights and decorations. **On Tuesday 12th November**, visitors to the area will watch as the neighbourhood's

magnificent decorations and lights are turned on, including the illumination of the iconic 55ft Christmas tree, situated on the West Piazza.

Last year saw the arrival of Covent Garden's new decorations, which included 40 gigantic bells with bows, 12 giant baubles and 8 spinning mirror balls, featuring over 29 miles of gold leaf and 275 kilos of glitter suspended inside the historic Market Building. This year also promises to bring something new and exciting to the neighbourhood, with a brand-new lighting scheme sweeping the streets of Seven Dials, featuring a further 150,000 LED lights across the streets and within the much-loved Neal's Yard.

With a festive programme like no other to be discovered throughout the Piazza, Seven Dials and surrounding streets, featuring Christmas celebrations, shopping events and dining festivities for all to enjoy, Covent Garden remains the most magical neighbourhood to visit this time of year.

Further details on the full festive programme and the switch on event to be announced in October.

-Ends-

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For all media enquiries, request for interviews or images, please contact The Beacon PR:
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Notes to Editors

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Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

About Covent Garden:

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafes.

www.coventgarden.london