



PRESS RELEASE

The Hague's downtown, Wednesday 17th April 2019

The Hague's downtown getting funky at 'Uptown Funk!'

13rd edition of the biggest shopping event in the Netherlands is all about 'Uptown Funk!'

At last, this year the city centre of The Hague gets to celebrate ShoppingNight *and* Parkpop Downtown on the very same day. On Friday 28th June 2019, the biggest shopping event in the Netherlands will be all about music. An obvious choice. After all, the 'Hofstad' is a real music and shopping city. In cooperation with the organising team of Parkpop Downtown, on Friday 28th June (17.00 to 00.00) it's time for 'ShoppingNight The Hague; Uptown Funk!' Visitors are more than welcome to enjoy special performances, culinary treats, tastings and interesting promotions.

Surprising acts in The Hague's delightful and 'funky' downtown...

A ShoppingNight without smashing entertainment is like Elvis without his greasy crest. Inner-city entrepreneurs will continue to party from 17.00 to midnight, but an entertaining programme to remember is a must. Hit the funky dance floor and join the outdoor no-sweat-sports lessons in front of the Spuimarkt complex, brought to you by Health City. Claim this evening's prizes at the Passage. On Spuistraat, Venestraat, Wagenstraat, and Vlamingstraat you get to watch special (musical) street acts and enjoy the greatest hits being played from the funky 'Glitter Golf'.

Fashion shows, food trucks and DJ-towers

On Grote Marktstraat, look forward to a DJ tower above the shopping audience. Parkpop Downtown DJs will give away smashing previews. On the catwalk, ROC Mondriaan' Fashion School students will present their handmade designer clothing and 'real' popstars will impress the city of The Hague with exceptional flash performances. To enjoy an all-in weekend, after ShoppingNight The Hague hit the dance floor at the Paard van Troje during Parkpop Downtown. In fact this is the 3rd edition of this preparty. A perfect warming-up for a delightful weekend in The Hague city centre!

Stay tuned, win amazing prizes

Ahead of the ShoppingNight, followers stand a good chance of winning wonderful prizes offered by several entrepreneurs based in The Hague. From fashion packages to gift vouchers, from generous goodie bags to funky price packages. Stay tuned on www.shoppingnight.nl to find out all the offers, the extras, the full programme and lovely prizes. Join us on 28th June 2019. Looking forward to it.

END OF PRESS RELEASE

NOTE TO EDITORS / NOT TO BE PUBLISHED

For more information, other visual material and interview requests:

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ShoppingNight The Hague & Parkpop

This summer, ShoppingNight The Hague and Parkpop will team up to bring The Hague's downtown a smashing party on Friday, 28 June 2019. Parkpop Downtown mixed with ShoppingNight Uptown Funk! A night dedicated to a great shopping experience made even more exciting with lots of music, special promotions, offers and live performances.

About Marketing Haagse Binnenstad

Marketing Haagse Binnenstad is an independent public-private marketing organisation, dedicated to local and regional consumers in terms of marketing, promotion and events for The Hague's Downtown. Marketing Haagse Binnenstad is also the link between stakeholders in the city centre and numerous activities / developments taking place in it. **Practical information ShoppingNight The Hague 2019:**

Date: Friday 28 June 2019

Time: 17.00 - 00.00

Admission: free

Location: The Hague City Centre

Online channels:

Website: www.shoppingnight.nl

Facebook: facebook.com/ShoppingNightDH

Instagram: instagram.com/ShoppingNightDH

Twitter: twitter.com/ShoppingNightDH