



PRESS RELEASE

The Hague City Centre, Wednesday, June 1, 2022

Summer Sale Weekends 2022 in downtown The Hague

Yes! Get ready for three shopping weekends this summer (June and July) in downtown The Hague. Those visiting the city's Summer Sale Weekends can claim serious discounts at some of the stores and restaurants. Also expect great musical performances, decorations and entertainment on all three unforgettable weekends. The Summer Sale Weekends are scheduled to take place on Saturday, June 18 – Sunday, June 19, Saturday, June 25 – Sunday, June 26 and Saturday, July 2 – Sunday, July 3 in the downtown of the international shopping city of The Hague.

Once-only different setup of ShoppingNight

Before COVID-19 presented itself, ShoppingNight, the biggest shopping event across the Netherlands, was organised every single year. Because the virus changed life full stop especially at the start of the year, and also due to insufficient retail staff, **this year only** this big event will be transformed not into a single night but in fact into three weekends of great shopping experiences in the city centre. In 2023, ShoppingNight will be celebrated big time on Friday, June 30!

Enjoy dancing in your new shoes outdoors

The Summer Sale Weekends will by no means be average weekends, but rather a mix of shopping and musical surprises, acts and street theatre in the welcoming and hospitable city of The Hague. Enjoy the Benelux's smallest radio station (Radio Barkas!) to the fullest, inviting you to great 50s and 60s music. From rock-'n-roll to ska, surf, soul and mambo, from rhythm & blues to funk, exotic jazz, calypso and cumbia. Enjoy dancing in your new shoes on the street! Visitors may look forward to spontaneous opera performances by National Opera singers, or run into female singers wearing unique 'shopping bag dresses'. Keep one or some of these dates in mind! Be there. To find out all the offers or explore the full programme, keep an eye on the website:

www.summersaleweekends.nl.

And for fanatic shoppers: next year ShoppingNight is held on Friday, June 30, 2023!

END OF PRESS RELEASE

Note to editors / not to be published

For more information, other visual material or to book an interview:

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Practical information about Summer Sale Weekends 2022:

Dates: Saturday, June 18 – Sunday, June 19, Saturday, June 25 – Sunday, June 26 and Saturday, July 2 – Sunday, July 3

Time: During regular opening hours of stores and restaurants

Free admission

Location: The Hague's downtown

Visual material:

Download visual material here, low and high resolution: <https://bit.ly/3wW1pNE>

Online channels

Website: www.summersaleweekends.nl

Instagram: @denhaagbinnenstad and @shoppingnightdh

Facebook: denhaagbinnenstad and shoppingnightdh

About Marketing Haagse Binnenstad

Marketing Haagse Binnenstad is a public-private organisation, dedicating itself to the promotion and enlivenment of The Hague's city centre by organising or helping organise interesting activities and events, and actively promoting numerous USPs the city centre has to offer. Marketing Haagse Binnenstad is also the link connecting stakeholders in the city centre and numerous activities. In 2006, Marketing Haagse Binnenstad hosted the very first ShoppingNight in the Netherlands, however due to COVID-19 and major retail staff shortages, this year only the organisation decided to celebrate ShoppingNight on three weekends, maintaining stores' regular business hours.