

Binnenstad Den Haag, 14 March 2023

PRESS RELEASE

Free your mind! On Saturday 27 May at ShoppingNight in Downtown The Hague

After four years of absence, the largest shopping event in the Netherlands returns to The Hague. With the theme Free your mind! the city centre will roll out its red carpet on Saturday 27 May from 1 p.m. to 10 p.m. for all shopping fanatics with spectacular offers, acts, shows, music, bites and drinks.

The Hague's ShoppingNight emphasises how welcoming, diverse, and comprehensive the city centre is. The city's entrepreneurs and retail chains proudly present their most beautiful creations on the catwalk on Grote Markstraat and Noordeinde. In collaboration with e.g. Sniester, different musical performances will be held, and you are more than welcome to enjoy special street theatre. The participating entrepreneurs leave no stone unturned to give visitors a unique shopping experience and the many bars and restaurants will be serving special menus and the tastiest drinks.

The full programme will be announced in mid-May at shoppingnight.nl and the associated social channels. Schedule Saturday 27 May in your diary to spend a delightful day in The Hague.

With a city that is entirely dominated by artist Escher, a connecting theme is a must. Escher started his career painting landscapes, which eventually evolved into 'mindscapes'. He let his imagination run wild. This led to the theme 'Free your mind'. Fashion, lifestyle, and also culinary treats can all be found in the city centre at ShoppingNight on May 27.

END OF PRESS RELEASE

Editorial note/not to be published:

For more information, visual material, and interviews:

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Marketing Haagse Binnenstad is a public private organisation dedicating itself to the promotion and enlivening of the city centre of The Hague by (co-)organising interesting activities, hospitality initiatives and events and actively promoting the endless stream of unique activities and sights our city centre has to offer. In doing so, we always join hands with our partners, shopkeepers' associations and BIZs located in the city centre, private stakeholders and cooperation partners, as well as the municipality of The Hague. In 2006, Marketing Haagse Binnenstad organised the very first ShoppingNight in the Netherlands.

Practical information about ShoppingNight 2023: Date: Saturday 27 May (1 p.m. – 10 p.m.) Admission: Free
Location: The Hague City Centre

Online channels: Website: www.shoppingnight.nl Facebook: facebook.com/ShoppingNightDH Instagram: instagram.com/ShoppingNightDH

