



PRESS RELEASE

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GARFIELD WESTON FOUNDATION AWARDS GENEROUS GRANT TO BLACKPOOL'S SHOWTOWN



The Blackpool Museum Trust has been awarded £150,000 from the Garfield Weston Foundation to enable the capital development of Blackpool's first ever museum, Showtown.

The foundation's generous donation is a defining moment in the development of Showtown, increasing the museum's total raised figure to £12,875,500.

The Garfield Weston Foundation, is a family-founded, charitable grant-making foundation, donating over £80 million annually to

causes across the UK, with previous examples including The Royal Exchange in Manchester and the National Youth Ballet of Great Britain.

Their support is critical not only in bringing the museum's fundraising closer to its target, but in encouraging others to come forward and add their support towards the remaining £450,000 needed to make the museum a reality.

Philippa Charles, Director of the Garfield Weston Foundation said: "Blackpool remains one of the UK's most popular seaside towns, which attracts visitors from all over the country each year.

"Showtown is a really exciting project to be involved with, and we're delighted to contribute to the completion of the Museum and help the team achieve their goals."

Laurence Llewelyn-Bowen, Chair of the Blackpool Museum Trust said: "This funding will help us to deliver on our promise of a fun and interactive museum that celebrates the rich history of Blackpool.

"We are extremely grateful to the Garfield Weston Foundation for their generous donation which will help kick start our progress over the next year."

Due for completion in 2021, Showtown will hold historical collections of both national and international importance. The Museum will preserve and celebrate Blackpool's exceptional history and the story of its people.

Showtown will be divided into six themed spaces; seaside, magic, shows, circus, illuminations and dance and filled with objects, film, music and performance. It will be located in Blackpool's first five-star hotel 'Sands Venue Resort Hotel' which has a prominent position on

Blackpool's Promenade, right in the heart of all the action next door but one to The Blackpool Tower.

For further details please visit <https://www.showtownblackpool.co.uk/>

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For further information on Showtown, please contact Emma at Brazen PR on 07809 554 266 or via showtown@wearebrazenpr.com