

PRESS RELEASE



Monday October 4th 2004

DEEP WELCOMES SHOPMOBILITY'S 1000th CUSTOMER

The Deep, Hull's £45.5m Millennium Commission lottery project is welcoming Shopmobility's 1000th customer on Wednesday October 6th. To help celebrate, The Deep will give the 1000th user, Mr John Cook a family ticket to the attraction, when he makes a special journey from Princes Quay to The Deep.

Shopmobility provides electric scooters and wheelchairs to help people with restricted mobility to get around shops, offices, and tourist attractions in Hull City Council. Current members are aged 10 years to 90.

The Hull Shopmobility scheme is based in a purpose built unit in Princes Quay Shopping Centre. It has been run entirely on a voluntary basis run directly by the charity Kingston upon Hull Shopmobility Ltd. Since reopening in December 2003, it has been used 1000 times by its members.

Cllr Danny Brown, chair of Kingston upon Hull Shopmobility Ltd explains,

"As a charity Shopmobility has striven long and hard to get this scheme up and running. In this we have had strong support from Princes Quay and from our own volunteers. I am delighted that we have reached the landmark of 1000th user in only nine months since the charity took over the running of the scheme. This proves very clearly what an excellent service it is, and how much it is needed by local people and visitors who have restricted mobility. Without the scheme it would be difficult, and in some cases impossible, for people to visit the many attractions and facilities of Hull City centre, including that magnificent, award-winning attraction The Deep. I am particularly pleased that The Deep has offered a family ticket to Mr Cook and his family as our 1000th user, and look forward to an even busier period now that the Christmas shopping season is almost upon us."

Photocall at The Deep: 10am Wednesday 6th October

Press are invited to photograph and meet Shopmobility's 1000th customer, John Cook of Preston Road, who will be arriving by scooter, and making his way to The Deep Observatory to enjoy the dramatic view of Hull's

Background

The Shopmobility scheme welcomes anyone with a motility problem. The membership is £5 per year. For further information on the scheme, please call 01482 225686

Further information (press) please contact Linda Martin PR Manager, The Deep 01482 381090, mobile 07751 288 434 or visit Shopmobility, Princes Quay – car park level 2.

THE DEEP
THE WORLD'S ONLY SUBMARIUM