

PRESS RELEASE



Thursday September 30th 2004

DEEP LAUNCHES DEPARTMENT STORE

The Deep, Hull's £45.5m Millennium Commission lottery project is launching its new Deeparment Store in Princes Quay Shopping Centre, 10 am, Saturday October 2nd. The original shop based at The Deep closed temporarily earlier this week due to Phase 2 building works. The Deep's retail operation has been so successful that a much larger shop is scheduled to open along with the Twilight Zone next March. The Deeparment Store at Princes Quay will ensure that shoppers and tourists alike won't miss out on aquatic gifts and toys.

Deep retail manager Jason Metcalfe explains,

"I am delighted that Princes Quay have been able to accommodate our new Deeparment Store. It's the perfect location for shoppers and visitors to the city seeking that special souvenir or gift for any occasion, whether it be a birthday or Christmas. We have products to suit all ages and pockets, ranging from 10p marbles to collectable framed pictures of The Deep, signed by architect Sir Terry Farrell"

The Deeparment Store will be open from October 2nd to January 26th. A free Deep child ticket will be given with every £25 spent in the store.

Photocall: 10am Saturday 2nd October

Press are invited to photograph the launch which is taking place The Deeparment Store on the 2nd level of Princes Quay shopping centre. Divers will be giving out Deep balloons and free Twilight Zone coasters.

Further information (press) please contact Linda Martin PR Manager, The Deep 01482 381090, mobile 07751 288 434

THE DEEP
THE WORLD'S ONLY SUBMARIUM