



Press Release – July 8

Mighty life-like dinosaurs return to Derby city centre in July

A stampede of life-like prehistoric beasts will rampage through Derby this summer - and it's going to be dino-mite!

Zeus the T-Rex, one of Europe's largest dinosaurs, will join a range of other dinosaur giants including a Triceratops, Pachycephalosaurus and a Brachiosaurus in Derby on Saturday, July 18.

The dinosaurs are the star attraction at 'A Jurassic Day Out in Cathedral Quarter' – a free family fun day, organised by the [Cathedral Quarter](#) Business Improvement District (BID).

They will turn Derby's Market Place into a prehistoric playground as the ancient creatures get ready to rampage.

Last year, more than 4,000 people met Zeus and his pals as they entertained visitors to the city.

Gemma Pindard, Deputy Manager for both [Cathedral Quarter](#) BID and [St Peters Quarter](#) BID, said the event is hugely popular with families and this year will be no exception.

She said: "We get the best turn out to this event and we all work extremely hard to bring these free events to Derby.

"The Cathedral Quarter team can't wait to let our Jurassic friends loose in Derby again.

"We encourage families to put the date in their diaries and come to Derby for an amazing day. If last year's event is anything to go by, it'll be another terrific free day out in the Cathedral Quarter, and we look forward to seeing everyone there."

There will be several smaller dinosaurs roaming the streets of Cathedral Quarter throughout the day. With plenty of opportunities for 'meet and greets' and selfies with an array of different species, youngsters will also be encouraged to visit the hatchery located at St Peters Cross to meet baby dinos in their first stages of life and learn about the evolution of the legendary creatures.

During the day, don't forget to check out the Dino Dig – where young explorers and budding palaeontologists will be able to uncover prehistoric treasures. Buried in sand, you'll find mighty dinosaur fossils so grab a brush and dive into the excavation to discover what lies beneath.

Finally, enjoy some Jurassic crafting with Scraggy Moo and create some dinosaur-themed souvenirs to take home, visit our talented face painters who will turn your face into the fiercest of dinosaurs.



For more information about other events in Derby, visit

<https://www.derbycathedralquarter.co.uk/events/>

Ends.

Note to Editors

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Notes to Editor

- BIDs are regulated and were first introduced in the UK in 2004 as part of the Local Government Act 2003
- BIDs are an investment in the local trading environment through the provision of added value services.
- BIDs are funded by local businesses through a regulated levy; therefore, all beneficiaries pay.
- They see improvements to business profitability and turnover which would not have happened without a BID.
- Businesses identify the area and the issues and put together a proposal which should include delivery guarantees, performance indicators and management structure.
- The plan voted for has a lifespan of 5 years and further proposals will have to be reaffirmed through a further vote.
- There are now over 320 BIDs across the country.
- There are two criteria which must be achieved for the vote to be successful: more than 50% of the number of businesses who vote have to say yes and more than 50% of the rateable value of the businesses who vote have to say yes.

BID information: <https://www.gov.uk/guidance/business-improvement-districts>