



Press Release – July 8

Dinosaurs to rampage through Derby city centre in July

Dinosaurs are set to rampage through Derby again this summer – and thousands of people are expected to turn out.

Zeus the T-Rex, one of Europe’s largest dinosaurs, will join Tank the Triceratops and Emily Bronty, the Brontosaurus, in Derby on Saturday, July 20.

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).

For one day only, they will turn Derby’s Market Place into a prehistoric playground as the ancient creatures get ready to roar during their rampage through the city centre.

Eve Taylor, BID Project Executive for Cathedral Quarter, said: “We love organising these events because we know how much families love to come to them.

“It is going to be a dino-mite day in the Cathedral Quarter, and we strongly advise parents to put the date in their diary.

“The Cathedral Quarter team work very hard to bring a host of amazing projects to Derby, but ‘A Jurassic Day Out in Cathedral Quarter’ really is one of the best. We can’t wait to let our Jurassic friends loose in Derby again.”

Last year, more than 4,000 people met Zeus and his pals as they entertained visitors – and this year’s free event could attract record numbers.

Brad Worley, BID Manager for the Cathedral Quarter, said: “This event really is too good to miss. We encourage everyone to put it in their diary 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.

As well as Zeus, Tank and Bronty in the main arena, 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 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 two mighty dinosaur fossils so grab a brush and dive into the excavation to discover what lies beneath.

After that, grab your smartphone and enjoy the Dino World Trail where you will be able to unleash the magic as you crack open ten mystical eggs. Each will have a surprise dinosaur



waiting to be discovered in augmented reality. Locate the special QR codes displayed in local business windows and scan them to watch the dinosaur characters come to life before your very eyes.

When you've befriended all ten dinos and posed for selfies with them, unlock the treasure trove of free digital prizes.

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 and pop into the Derby Poetry Festival Workshop where you can create your own mini poem and become a rhyme-a-saurus.

For more information about other events in Derby, visit <https://www.derbycathedralquarter.co.uk/events/>

Ends.

Note to Editors

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Note to Editors

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 in 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 350 BIDs across the country.



There are two criteria which have to 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>