Sunny Side in London's South Bank

Tuesday 26 May, 2015

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***SUNNY SIDE* IN LONDON'S SOUTH BANK**

Celebrate the fun of summer in South Bank with alfesco dining, festivals and family fun

[*London, 26th May 2015*] - **South Bank London's** summer-long campaign *Sunny Side* celebrates the coming of this exciting season, highlighting the huge variety of festivals, performances, events and experiences in the area from all the iconic (and newly discovered) destinations.

This summer there are even more activities and events for all age groups, including the ***My Summer in South Bank*** drawing competition (July-September) for children aged between four and thirteen. South Bank London will provide visitors with the best guides and advice on what to see and do from www.southbanklondon.com, via the **InfoBike** weekend tourist information service on the Riverside Walkway (launched on Saturday 23rd May),and of course, the**Riverside London App**. Visitors can follow **#sunnyside** on Twitter and Instagram for up to date events and to share their own South Bank experiences.

-South Bank's Summer Highlights:

Sunshine Mascots

On June 21st, South Bank London's Sunshine Mascots will welcome visitors to South Bank on the first day of summer, handing out the**One Big Summer Guide** (an essential guide to what's on in around the area) and giving away summer treats.

For further press information, contact Gemma Hutchinson,gemma.hutchinson@southbanklondon.com, 020 7202 6918

Family Fun

Forsunny adventures (indoors and out) visit the newly opened**Shrek's Adventure! London**, where you can see your favourite Shrek characters in a fantastical tour and laugh-out-loud live shows (from 1st July). Learn the tricks of the trade in the skateboard school at **House of Vans London** (Saturdays, free). For more chilling fun, head to **The London Dungeon** any day of the week to find out: will Jack the Ripper strike again? Be wowed by strange and beautiful creatures of the deep at **SEA LIFE London Aquarium** (open daily)**,**and see the capital from the highest heights on **Coca-Cola London Eye** (open daily)**.** Take the fun to the River on **City Cruises** on**MBNA Thames Clippers**, and splash down on a themed **London Duck Tour**. Join the **Florence Nightingale Museum** for hands-on family activities this summer (open daily), and at **Oxo Tower Wharf**, the Crick Crack Club's *Fabularium Fairytale Festival* is an extravaganza of fairytales for grown-ups and kids (24th July – 4th August).

Children between four and thirteen years old will have the chance to win exciting prizes and see their artwork in the South Bank Picture Book, by taking part in the ***My Summer in South Bank*** drawing competition, from **South Bank London** (July – September). For further press information contact Gemma Hutchinson,gemma.hutchinson@southbanklondon.com, 020 7202, 6918.

Food and Drink

South Bank is smoking like a BBQ with delicious, summer menus. Highlights include seasonal dishes and delightful cocktails at **OXO Tower Restaurant, Bar & Brasserie** (open daily), and the quintessentially British **Gillray's Steakhouse & Bar** (open daily), Mediterranean feasts at **L'Italiano, Park Plaza County Hall** (open daily)**,** and locally sourced delights at **The Green Room** (open daily)**.**When it's time to toast the sunshine, head to South Bank's best cocktail bars including, **Skylon Bar,** who are paying homage to High Society at The Old Vic with a 1920's theme (until 22nd August); the contemporary **Primo Bar, Park Plaza Westminster Bridge;** and enjoy a *Drunken Tea* at **Dandelyan at Mondrian London**(weekends)**.**

Stage and Screen

On stage, **National Theatre** has a haunting and humorous play from Academy Award nominee Patrick Marber, *Three Days in the Country that* will entice visitors away from the sunshine (21st July – 21st

October). At **The Old Vic**, there are just a few weeks to see to the 'swellegant, elegant party' as *High Society* reaches its final weeks (until 22 August). On screen, there's everything from popcorn shaking blockbusters like *Jurassic World* (until 25th June) and *Mission Impossible: Rogue Nation* (30th July – 5th August) at **BFI IMAX**, a major celebration of London in *London on Film* at **BFI Southbank**(1st July – 9th October) and the best in contemporary film at the**Curzon Mondrian London**, to keep film fans satisfied (Friday evenings, Saturdays and Sundays).

Festivals and Exhibitions

What would summer be without a festival? Leave the tent behind and get to **Southbank Centre** for *Festival of Love* and celebrate the best of mankind with a series of free events and family fun (6th June – 31st August) or see Oscar & Golden Globe award-winning musician, David Byrne, known for his eclectic collaborations, as he curates *Meltdown*(17th-30th August). See a world where nothing is quite as it seems from *Carsten Höller: Decision* at **Hayward Gallery** (10th June – 6th September 2015) or explore wildlife photography from around the world at **gallery@oxo** in Focus on the Wild(24th July – 16th August 2015). To see artistic responses to conflict, past and present, head to**IWM London** for *Visions of War Above and Below* (until 25th September 2016), *Unnoficial War Artist*, a major retrospective of political artist Peter Kennard (until 30th May 2016) or take a final chance to see *Fashion on the Ration: 1940s Street Style* (until 31st August 2015).

Notes to Editors

For further press information and images, please contact Gemma Hutchinson, gemma.hutchinson@southbanklondon.com, 020 7202 6918

South Bank on Social Media

Twitter: www.twitter.com/southbanklondon

Instagram: www.instagram.com/southbank_london

Facebook: www.facebook.com/southbanklondon

The official hashtag for the Sunny Side campaign is #sunnyside

InfoBikes

The InfoBikes are the official visitor information points in the area, operating every summer in South Bank, Bankside and London Bridge. Former **Visit London Award winners** for Best Visitor Information Initiative and **TFL Smarter Travel Award** for Best Marketing & Communications Campaign of 2010, the InfoBikes are managed by Impact on behalf of South Bank London, Better Bankside and Team London Bridge. The InfoBike service will be in operation from **23rd May through to 6th September** and staff deal with tourist enquiries and distribute the **One Big Summer Guide**.

Riverside London App

The **Riverside London** mobile application is available to download FREE for iPhone and Android from www.riversidelondonapp.comand offers the essential 'what's on' guide and map for the cultural heart of the capital; South Bank, Bankside and London Bridge

About South Bank Marketing Group

South Bank London is an association of key attractions, cultural venues, restaurants and hotels in the area committed to promoting South Bank as one of London's top destinations, including: BFI IMAX, BFI Southbank, City Cruises, Coin Street Community Builders, Coca-Cola London Eye, Florence Nightingale Museum, House of Vans, IWM London, London Duck Tours, The London Dungeon, London Marriott Hotel County Hall, Mondrian London at Sea Containers, National Theatre, OXO Tower Restaurant, Bar & Brasserie, Park Plaza County Hall, Park Plaza Riverbank, Plaza on the River, Park Plaza Westminster Bridge , SEA LIFE London Aquarium, Shrek's Adventure! London, Skylon, Southbank Centre, MBNA Thames Clippers, The Old Vic.

Our role is to:

• Provide destination leadership

• Maintain and grow South Bank's profile as one of the capital's top destinations

• Increase visitor dwell time and spend throughout the year

• Build strategic alliances which enhance the area's profile and its influence

• Influence local public realm schemes which impact on the visitor

South Bank Marketing Group is run by South Bank Employers' Group, a not for profit organisation in the South Bank, Waterloo and Blackfriars area committed to achieving the best possible experience of South Bank for visitors, employees and residents. www.sbeg.co.uk

Company Contact:

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