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MEDIA INFORMATION

FINAL

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Bradford 2025 announces Morrisons as a Founding Partner for the City of Culture bid

Bradford 2025 has announced Morrisons as its newest Founding Partner, just days ahead of submitting its official intention to bid for UK City of Culture 2025 to the DCMS.

The Bradford-based grocer, with its headquarters at Thornbury, employs 6,000 colleagues across the Bradford district and will be encouraging colleagues and customers to get behind the city's bid through local in-store events and promotions, as well as profile-raising and social media activity.

David Potts, CEO of Morrisons, said: "We're a proud Bradford business which is why we're supporting the city's City of Culture bid.

"As we recover from the pandemic, our communities are more important than ever. We believe Bradford 2025 can help bring the whole district together for a cultural showcase of what this city has to offer on both a national and global stage. We are very much looking forward to getting involved!"

Adeeba Malik CBE, Deputy Chief Executive of the QED Foundation and Member of the Bradford 2025 board, said: "Morrisons has a great reputation for working with and supporting the local communities around their stores and where their staff

live, so having them as a Founding Partner is a huge boost for Bradford 2025. To have businesses like Morrisons with really strong local knowledge and roots can only make our case to bring the City of Culture title to Bradford even more compelling.”

Bradford will join other bidding cities from around the UK in submitting their official Expression of Interest on July 19th. Six longlisted cities will be announced in September 2021, and then a final shortlist of three cities will be revealed in March 2022 before the winning city is announced in May 2022.

Businesses and organisations, large or small, can get involved and help to support Bradford 2025 in a variety of ways including sponsorship and partnership packages. To find out more email mick.chandsoor@bradford2025.co.uk.

Notes to Editors

Twitter: @Bradford2025

Facebook: [/bradford2025](https://www.facebook.com/bradford2025)

Website: www.bradford2025.co.uk

Bradford 2025 is the city’s bid to be UK City of Culture 2025, the bid will be submitted in 2021. Awarded every four years by Government the UK City of Culture title has had a transformational impact on previous host cities, securing millions of pounds of investment and acting as a catalyst for creative place-making and culture-led regeneration. Bradford joins a number of cities and areas competing for the title with Conwy, Medway, Gloucester Southampton and South of Scotland amongst others, also having announced their intentions to bid. <https://bradford2025.co.uk/>

About Morrisons

Headquartered in Bradford since 1899, Morrisons is a British food retailer with around 120,000 colleagues in 497 stores serving millions of customers every week.

Our customers can also choose to shop online at [Morrisons.com](https://www.morrisons.com) and have their groceries delivered to their home or use our Click & Collect service to pick them up from a store. Same day deliveries can be ordered through Amazon or Deliveroo and our wide range of Food Boxes can also be delivered directly to your door. For customers who are elderly, vulnerable or self-isolating we have a dedicated Doorstep Delivery service where an order is placed over the phone, with no minimum spend, and delivered via the local store the next day.

We are British farming's biggest supermarket customer and all Morrisons-branded fresh meat and everything on our butchers' counters is 100% British.

Foodmakers and shopkeepers at heart, we have over 9,000 trained butchers, bakers, fishmongers, cheesemongers and other skilled in-store specialists making more and more food in our stores.

We have our own sites making meat, fruit & veg, fish, bakery and fresh food products – 20 in all – and are unique in preparing and making more than half of the fresh food sold in our stores. Food manufactured in our sites and stores is showcased with 'Morrisons Makes It' branding.

Morrisons is becoming even more competitive by cutting prices on groceries and continuing to offer great value on good quality products. We tailor the offer of each one of our stores to local tastes and demographics.

We also offer popular services including cafés, pharmacies, dry cleaners and over 300 petrol stations with further services being added all the time.