



PRESS RELEASE

## Superdrug announced as lead sponsor as Croydon's year of London Borough of Culture kicks off



*Supporting the local creative community to celebrate Croydon's successful cultural legacy*

**[January 2023]** Superdrug is delighted to announce it has been named lead sponsor of Croydon Stands Tall, an initiative led by the **Croydon Business Improvement District (BID)** and in association with internationally renowned **Wild In Art**, which will be part of the London Borough of Culture (LBoC) activities for 2023.

Croydon Stands Tall is a celebration of the borough's rich artistic heritage, creativity, diversity, strength, and resilience, as a town that always looks to the future, promoting inclusivity and ensuring no community is left behind.

As a leading employer in the area, Superdrug has been in partnership with Croydon Business Improvement District (BID) for many years and will champion Croydon Stands Tall, supporting a 10-week art trail, one of 14 major showcase events running from April 2023 to March 2024 to help drive further footfall to the area and support local creative industries. The art trail will go live in September 2023, with 30 eight-foot-tall giraffe installations, decorated by artists with a keen focus on the locality, placed around the area's many cultural hubs and iconic venues.

Speaking on Superdrug's involvement, Matt Walburn, Superdrug's Marketing, eCommerce & Customer Director commented:

*“We’re delighted to be involved with the Croydon Stands Tall initiative with Croydon BID. We’ve got a long heritage in the area, with our head office and several stores located in the heart of the town centre. We look forward to the launch later this year, which we know will elevate the area even further.”*

Superdrug is the second-largest beauty and health retailer in the UK, with over 800 stores across England and Ireland, including 200 in-store pharmacies. One of Croydon’s leading employers, the office is 55,000 sq. foot, spread over six floors and comprises a modern and inspirational environment for the 500 colleagues based there.

Superdrug’s People Director, Amy Davies, commented:

*As a team we immediately resonated with the initiative and the giraffes, being animals with the biggest hearts that thrive when surrounded by others. We look forward to continuing to build relationships with the local communities through this initiative.”*

Croydon Stands Tall is a project by Croydon Business Improvement District (BID), supported by Croydon, the London Borough of Culture, and the Greater London Authority. Superdrug has a long association with Croydon BID and shares the goal of helping Croydon thrive by supporting and championing the vibrant local culture, so it is regarded as one of the premier destinations in south London in which to work, live, visit and do business.

Matthew Sims, Chief Executive at Croydon Business Improvement District (BID), said:

“Croydon Stands Tall is all about celebrating our wonderful communities, showcasing our rich talents and culture and bringing fun and excitement to our streets with a spectacular art trail.”

“We are absolutely thrilled to be working with Superdrug as presenting partner of Croydon Stands Tall. Superdrug are intrinsically linked to Croydon through their long-standing heritage with the borough, and they place significant value on supporting our people and communities. Once again, Superdrug are demonstrating their commitment to supporting those that live, work, and visit Croydon as we look forward to hosting the London Borough of Culture 2023. Croydon Stands Tall is, and will be, an incredibly fun, vibrant, and rewarding art trail for all. It’s time to get behind ‘This is Croydon’!”

**ENDS**

For more details contact PR team at Mind+Matter on 01273 712000 or email [superdrug-mindplusmatter@evokegroup.com](mailto:superdrug-mindplusmatter@evokegroup.com)

## Notes to editor:

### SUPERDRUG

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 780 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

Superdrug shoppers can locate their nearest store by visiting the store finder on [superdrug.com](https://www.superdrug.com).

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email [superdrug-mindplussmatter@ashfieldhealth.com](mailto:superdrug-mindplussmatter@ashfieldhealth.com)

### CROYDON BID

- For further information on Croydon Stands Tall and how you can support Croydon and the London Borough of Culture, please visit [www.croydonstandstall.co.uk](http://www.croydonstandstall.co.uk).
- Croydon Stands Tall aims to raise funds for charity partner, Crisis, and in particular the Croydon Skylight.
- Croydon BID have been at the heart of Croydon town centre for the past 15 years, putting the interests and priorities of the local business community first. With backing from 500+ organisations across the retail, commercial, leisure, hospitality, and public sectors, Croydon BID were set up to help make a real difference to Croydon town centre, by introducing initiatives and much-needed services that would not otherwise exist. Croydon BID's vision is for Croydon to become one of the most sustainable, welcoming, vibrant, and culturally diverse locations in south London in which to do business, work, live and visit. More information available at [www.croydonbid.com](http://www.croydonbid.com)
- Croydon Stands Tall is a collaboration between Croydon Business Improvement District (BID) and creative producers Wild in Art, which will see more than 30 giant giraffe sculptures across Croydon Town centre, forming a free 10-week art trail of discovery for locals and visitors of all ages to explore and enjoy. Croydon Stands Tall is designed to celebrate the vibrancy, culture, and creativity of Croydon, whilst also raising money for Crisis – a national charity, working locally to end homelessness. More information available at [www.croydonstandstall.co.uk](http://www.croydonstandstall.co.uk)
- Croydon Stands Tall will feature as one of 15 exciting flagships for the London Borough of Culture. The full programme will be announced in spring 2023. Visit [www.culturecroydon.com](http://www.culturecroydon.com) for more information.