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PRESS RELEASE

THE TOWN CENTRE GETS A NEW LOGO

We would like to introduce you to our Leighton Buzzard town logo. Our logo hints at the physical evolution of the Town Centre - we are taken on a journey through time. The Town Centre has never stood still and will continue to evolve in its physicality, use and responses to visitor wants and desires. We have a broadening world ahead of us of retail options, leisure time choices and how we gather as residents in our Town Centre. What does the logo mean? Leighton Buzzard's Town Centre has evolved over many centuries and we have some lovely historic buildings that contribute to the centre's conservation status. You know when you come into the Town Centre.

The logo features some of our town's historic icons:

You will see the; **lamp post** These cast-iron traditional style lamp posts are a firm part of our Town Centre landscape; **The Old Fire Station (with clock tower)** The building, on Market Square, was a fire station from 1919 until 1963 when a new station opened off Lake Street, which still stands today; **The Swan Hotel** is situated at the Market Cross end of the High Street. Catherine 'Kitty' Towers inherited the grand Swan Hotel from her husband William after his unexpected death in 1893; The origins of the **Market Cross** are not certain; however, it is believed to date from the 15th century and was probably paid for and built by order of Alice, Duchess of Suffolk and finally; **All Saints Church** has stood on this site for around 1000 years. Circa 1220 the building of All Saints Church was started during the reign of Edward I.

The evolution of our town continues...