



PRESS RELEASE

The Hague's Downtown, Wednesday 8th April 2020

Easter 2020 ... inviting downtown The Hague into your home ...

The unique initiatives of The Hague's entrepreneurs are turning this year's Easter season into an unforgettable experience...

The Corona crisis is seriously challenging businesses in The Hague's bustling downtown and by now, many stores have closed down until further notice. But surprisingly enough, the city's entrepreneurs developed an incredible boost and have come up with some truly amazing ideas. Smooth bike delivery services, personal shopping advice, gift vouchers and prize-winning competitions; they just shot up like mushrooms after a rain. With Easter being just around the corner, the number of inspiring initiatives continues to climb every single day. The more reason to use these exceptional actions to indulge yourself first and foremost, but also to help The Hague's entrepreneurs tackle this incredibly difficult situation.

Perfect ingredients for a happy Easter

There can be no Easter without chocolate. It is like Hop without Stork. Now, this happens to be the mindset of the iconic chocolate store located right inside De Passage. Visit their website and order your Easter basket at the touch of your mouse, or perhaps a box of Easter eggs or any other chocolaty item for yourself or another 'chocolateless' household. Did you know that the oldest indoor shopping mall in the Netherlands is celebrating its 135th anniversary this year? For those in search of nice kids' activities during the week ahead of Easter should visit Delicious Sweetness (pastry shop) on Denneweg, and collect a colouring picture of a large Easter egg. Hand in your coloured page and who knows your idea could be made in real life ... using chocolate!

And while wandering downtown at a safe distance, why not use the opportunity to pick up some colourful egg cups for your Skype Easter breakfast. DOK Cookware (De Passage) is open, maintaining the strictest safety rules. Walking past the closed cinema called Pathé Spuimarkt you will undoubtedly feel like watching a great movie. But there is a solution to that! Pathé Home (streaming service) offers you a free movie every single day from Monday 6th April to Tuesday 28th April. For the access code, check out Pathé's social media channels. For supermarket avoiders wanting to enjoy a lovely Easter brunch nevertheless, bear in mind that lunchroom Juni Lekkerrijen will be pleased to deliver your Eastern package. Tasty classics like scones with clotted cream and green asparagus quiches are obviously yours for the asking. Orders are delivered on Easter Sunday and Money between 2PM and 3PM; but do order before Friday noon.

Praise Easter

The sweeping musical show called 'The Soul Preacher Unplugged' was made assuming it would be performed at De Regentes theatres. But the show must go on and now instead, it will be available online. Soul legends like Ray Charles, Aretha Franklin, Marvin Gaye, Sam Cooke, James Brown and Stevie Wonder wrote some of the best soul and gospel songs, telling the story of 'The Soul Preacher', a contemporary version of the classical story about the last days of Jesus Christ. On Easter Sunday starting at noon, The Soul Preacher Unplugged can be streamed online on the Facebook pages of Binnenstad Den Haag and The Legends.

#SUPPORTYOURLOCALSTHEHAGUE

Should we open our doors today or just not yet? It is the question every local entrepreneur is asking himself on a daily basis. The website www.denhaag.com provides a list of all stores in The Hague's downtown, including their current opening hours. The list is updated every single day. There are also top lists in the categories fashion, food and culture, giving local organisations a stage. Those wanting to support online restaurants, cafés, gyms, stores, cultural institutions and other businesses based in The Hague, we suggest should go to the website of the platform called Support Your Locals The Hague. You will find a list of all the initiatives. Entrepreneurs may upload their creative ideas free of charge. So honour that name: support your locals!

**Stay safe**

This year Easter will be different and that's a fact. But it definitely does not mean next weekend will be any less exciting. As long as we continue to keep our distance, and provided we are kind to one another, dress to impress, and support local businesses to the best of our ability. Happy Easter to all of you out there.

End of press release**Note to editors /not to be published:** _____

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[Facebook Binnenstad Den Haag](#)

[Facebook The Legends](#)

[Website Supportyourlocals Den Haag](#)

[Stores' opening hours](#)

About Marketing Haagse Binnenstad

Marketing Haagse Binnenstad is an independent public-private marketing organisation, dedicating itself to marketing and promotional activities on behalf of Binnenstad Den Haag (The Hague's Downtown), addressing local and regional consumers. Marketing Haagse Binnenstad is also the link connecting stakeholders in the City Centre (Binnenstad) and numerous activities/developments taking place in it.