

# Press Release

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Land Securities Group PLC (“Land Securities”)

## Put your lover’s name up in lights for Valentine’s Day

Everyone’s invited to post Valentine’s Day messages on the world-famous Piccadilly Lights advertising site

Members of the public are being invited to make the ultimate grand gesture to their loved ones this Valentine’s Day by posting a message on the world-famous Piccadilly Lights.

Land Securities, the UK’s leading property developer, which has owned the iconic site at Piccadilly Circus since the 1970s, is now taking bookings for personal messages to go up on its screen in time for 14 February.

Prior to the launch of the Piccadilly Lite sign, which uses new technology that allows messages to be regularly changed or updated, the screens were only available to commercial advertisers, who had to sign up for typically 10-20 year leases.



But now, besotted members of the public need not make such a long-term commitment, with slots available to buy by the minute for their romantic messages as part of Land Securities’ LoveLite service.

This is a Valentine’s gift idea for the brave or the seriously smitten – prices start at £1,000 a minute – but, with over one million people passing through Piccadilly Circus each week, it’s undeniably effective.

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Richard Glassborow, Senior Marketing Manager for Land Securities' London Portfolio, said: "This is a once-in-a-lifetime chance to tell that special someone how you feel. Not only is it the ultimate grand gesture to put your beloved's name up in lights, it's symbolic that you can do it in sight of the iconic statue of Eros, the ancient Greek god of love."

To find out more and book your slot, visit [www.piccadillylights.com](http://www.piccadillylights.com).

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### **Notes to editors**

Land Securities is the UK's leading Real Estate Investment Trust. Half of its multi-billion pound portfolio is in London, where it owns many landmark buildings such as the Piccadilly Lights and Westminster City Hall and is developing some of the capital's most innovative mixed-use schemes, such as 20 Fenchurch Street in the City of London and New Street Square in mid-town. [www.capitalcommitment.co.uk](http://www.capitalcommitment.co.uk)

### **About Piccadilly Lite**

- The famous Piccadilly Circus spectacular lights have been visible since Edwardian times. Perrier, for instance, had an illuminated sign there in 1908.
- Throughout the years, advertisers have taken long term (up to 20 year) leases on this site.
- Modern digital signage uses Light Emitting Diodes (LEDs) to form pixels, which projects images and can provide a quick change, variable programme.
- Advertisers at Piccadilly Lights, such as Coca-Cola, McDonald's and Samsung, use LED signs to run sequences that can be changed regularly and feature different brands and products from their portfolios.
- The public can now post messages using the same technology on the new 'Piccadilly Lite' sign.
- Over one million people pass through Piccadilly Circus each week.
- Barco, Europe's leading OOH digital media supplier and one of the world's largest LED manufacturers have been selected to provide both the digital screen and the creative/operational software.

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