



Saturday 28 September: NFL on Regent Street

Traffic-free event

This free event will showcase the best of American Football including music, food, cheerleaders, team drum-lines, interactive games and more.

Come and see the players of the Pittsburgh Steelers and the Minnesota Vikings as they take time out from their preparations for the following day's showdown at Wembley Stadium.

Regent Street, London W1, will be traffic-free from 12 noon – 6pm on Saturday 28 September, 2013.

RegentStreetOnline.com

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[soundcloud.com/RegentStreetOfficial](https://www.soundcloud.com/RegentStreetOfficial)

[youtube.com/RegentStreetTV](https://www.youtube.com/RegentStreetTV)

For further information and images please contact Verity Ramsay and Susie Howard. Tel: +44 (0)20 7287 9601 Email: susie.howard@sisteris.com or verity.ramsay@sisteris.com

Notes to editors:

Following the success of Summer Streets, where Regent Street was traffic free for four consecutive Sundays in July, this new event will mark a new date in the calendar where shoppers will be able to enjoy a street free of traffic to make the most of their shopping day. Other traffic free dates in the calendar include: 2 November, for the annual Regent Street Motor Show and 9 November, when the iconic Regent Street Christmas Lights will be switched on.

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Sister, a creative multi-channel communications agency that strategically integrates public relations with marketing, advertising, social media, digital design, web development, music and film production.

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