

News Release

MAKING A HULLABALOO ABOUT KING'S COURT

King's Court in Altrincham is the forgotten corner of town ... and that's official!

For even the latest street map doesn't know it's there.

And Susi Illston – who owns the court's organic café deli Hullabaloo - has just about had enough.

"I fell in love with King's Court as the perfect location for a new business venture," she says, "but so few people can find it. Now for the new town map to ignore us is just too much."

King's Court is also missed out of the AA 'Street to Street' maps, ignored by the popular Philip's local street atlas, overlooked by Google Maps ... and barely makes it into the Manchester A-Z.

The picturesque block paved square, which landlocks three eating places, is linked to Railway Street by a narrow passage beside the County Galleries building. From the other side, steps lead into it from the bottom end of Regent Road car park.

"People who know about King's Court just love it," says Susi – who launched Hullabaloo's range of home-cooked meals and snacks earlier this year. She had returned to her North West roots and settled in Sale after leaving her job as a financial director for one of the UK's major publishing houses.

"The court has a great continental atmosphere but it's more difficult to find than Narnia. People who are in on the secret become very loyal - but we need to be discovered by more before we become a lost Atlantis for shoppers.

"I had high hopes when I heard of the new map going up in George Street but there we are again ... invisible! I'm so disappointed and feel just a little let down.

"Our advertising says that Hullabaloo provides home-cooked food to shout about! So I guess we'll just have to shout a little louder!"

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**For further press information please contact
Graham King on 0161 976 2729, 07850 280213
or e-mail graham@pr-people.uk.com**