

HS1 Ltd and St.Pancras International selects Halpern as its UK consumer PR agency

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HS1 Ltd has appointed Halpern to manage consumer PR and influencer activity for London's **St. Pancras International** station.

St. Pancras International station is a Grade I listed building owned by HS1 Ltd, known for its wealth of stylish and premium shops, bars and restaurants as well as a full calendar of arts and cultural events for its 52million annual visitors to discover.

The iconic London destination boasts more shops than any other UK railway station, a Gastro pub and the longest Champagne Bar in Europe.

The retail offering stands alongside a full diary of arts, events, workshops and activities throughout the year, including the flagship 'The Wires' public sculpture series, live music and poetry events throughout the year.

Visitors can also experience St. Pancras International's free-to-play jukebox and famous station pianos, which have seen performances from the likes of **Elton John**, **John Legend**, and Jools Holland. Guest artists

have included world-famous artist Tracey Emin, Poet Laureate Carol Ann Duffy and musician Brian May.

Halpern will begin working with HS1 Ltd with immediate effect, focusing on consumer campaigns, press and influencers relations and content creation.

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