

Liverpool Takes Centre Stage in Times Square, New York: Welcoming Arne Slot and Celebrating the City's Vibrant Spirit

NEW YORK, USA, August 29, 2024

[/EINPresswire.com/](https://EINPresswire.com/) -- The vibrant culture and spirit of Liverpool in the UK, the land of The Beatles, were celebrated in grand style on Sunday. The city's rich heritage, dynamic arts, and thriving community spirit took center stage on the [iconic screens of Times Square, New York](#).

A specially crafted video showcased Liverpool's global appeal, highlighting its cultural diversity and sense of unity for 24 hours. The video also extended a warm welcome to Arne Slot, the new manager of Liverpool Football Club, as he begins his journey with the city.



Times Square Welcomes Arne Slot to Liverpool in Spectacular Fashion

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This moment was more than just a visual display; it was a celebration of our city's rich cultural heritage and global significance. Liverpool's spirit shone brightly on the world stage”

Claire McColgan CBE, Director of Culture Liverpool City Council

This unique event was orchestrated by the global charity [TUFF \(The Unity of Faiths Foundation\)](#), in association with the [Iconic Hotel Anfield](#), and with the support of The Guide Liverpool. These organizations are committed to promoting Liverpool's global significance and the spirit of unity that defines the city. The Times Square screening is a powerful symbol of Liverpool's international connections and its reputation as a city of culture, diversity, and community.

This also underscores Liverpool's ongoing commitment to fostering connections and celebrating shared values across the world.

Peter Schriewersmann & Alan Cosgrove, Co-Directors of Hotel Anfield, shared their excitement: "After an incredible nine years with Jürgen Klopp, we're excited to welcome Arne Slot and his team to Liverpool Football Club in style. We're eager to showcase everything Liverpool has to

offer, not just to him and his team, but to the world. We are looking forward to welcoming the world to Liverpool and Hotel Anfield. A big thanks to our partners at TUFF for making this happen"

Ann Clare Bornholt & Dr. Shamender Talwar, Co-founders of TUFF, expressed their pride in this milestone event: "We are incredibly proud to see Liverpool's rich culture and community spirit showcased on the global stage of Times Square. This event symbolizes the unity and diversity that make our city so special. Welcoming Arne Slot to Liverpool in such a monumental way reflects our commitment to connecting communities worldwide through shared values and mutual respect. We are also proud of our partnership with Hotel Anfield, which has now become part of the TUFF global family. Many thanks to The Guide Liverpool for their support."

Claire McColgan CBE, Director of Culture Liverpool City Council said It was truly exhilarating to witness our magnificent city, Liverpool, showcased on the iconic screens of Times Square in New York—one of the most famous intersections in the world. This moment was more than just a visual display; it was a celebration of our city's rich cultural heritage and global significance. I extend my deepest gratitude to TUFF (The Unity of Faiths Foundation) and Hotel Anfield for their dedication and collaboration in making this incredible achievement a reality. Liverpool's spirit shone brightly on the world stage, reminding everyone of the vibrancy, diversity, and unity that define our city

"It is fantastic to see Liverpool and Merseyside featured in such a positive way on the international stage. And to see our city on the Times Square screens makes me so proud" said Billy Hui BEM, DL, Deputy Lieutenant of Merseyside and BBC Radio Presenter.

"Jurgen Klopp leaves with his head held high, a gleaming trophy cabinet and a lifetime of memories; but most importantly, he leaves as an honorary Scouser. Arne Slot has big shoes to



L-R Chris Pajak, Shan Bhaskar, Sanjeev Bhaskar, Dr. Shamender Talwar, Ann Clare Bornholt, Peter Schriewersmann & Paul Machin



fill, but Liverpool fans both in the city and around the world are ready to embrace this bold new era. We're a city and a fanbase who never backs down from a challenge and we're all primed to play our part in creating new dreams to dream, songs to sing and stories to tell. It was great to see our city on the screens of Times Square in New York" said Paul Machin, Founder, Redmen TV.

Jay Hynd, Managing Director and Founder of The Guide Liverpool said "To be able to showcase our city in one of the world's most iconic locations has been a dream come true. Everyday we are lucky enough to capture footage of the incredible city we call home. Knowing that it's now been showcased to a world-wide audience in New York is incredible. Thanks to TUFF and Hotel Anfield for making it happen. It's just boss"

This landmark event not only celebrates the arrival of Arne Slot but also reinforces Liverpool's standing as a city that embraces culture, diversity, and community on a global scale.

About TUFF

TUFF (The Unity of Faiths Foundation) is a Global secular charitable organization working in four continents. They bridge community sectors, organizations, and government by rebuilding social integration and global community cohesion. TUFF also empowers youth through participation in sports, music, and science. Teaching education in human values, acceptance of integration, individual liberty, gender equality, understanding the environment, respect for other cultures, the rule of law, and democracy. They have been established since 2011 and have the support and acknowledgments of many dignitaries like H.H. Pope Francis and President Barack Obama to name a few. The ultimate goal is to share kindness and facilitate the integration and empowerment of those people who do not have a voice, due to the numerous challenges and obstacles they face in their daily lives.

About Hotel Anfield

Hotel Anfield, located in the heart of Liverpool, is renowned for its strong connection to the local community and its commitment to providing a welcoming and inclusive environment for visitors from around the world.

About The Guide Liverpool

The Guide Liverpool is a leading media platform dedicated to showcasing the best of Liverpool, from its vibrant cultural scene to its diverse community events.

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