

PRESS RELEASE: CASTLE DENE SHOPPING CENTRE

15th June 2016

A Royal Knees Up at Castle Dene Shopping Centre!

In April 2016 The Queen turned 90 and is now, perhaps, the most famous nonagenarian in the world. However, **Saturday 11th June** was the date of this year's Trooping of the Colour and represented the official annual celebration of Her Majesty's birthday. Consequently, events and activities were held over the weekend to commemorate the occasion across the length and breadth of the UK.

Plenty of Regal Revelry

Castle Dene Shopping Centre in Peterlee hosted a day of regal revelry on Saturday which incorporated plenty of free royal-themed entertainment. This included a **Jubilant Jewels Craft Workshop** where little princes and princesses could make crowns and tiaras using paints, glitter and gems. All materials were provided on the day and instruction and guidance were given from supervisors. **Over 180 children** took part with some royally good headwear being created.

Visitors to the centre could also pose for photos on a luxurious throne next to a **life-size cut out of The Queen**. These **Sovereign Selfies** have now been uploaded to the shopping centre's Facebook page where followers are currently voting for their favourite. The owner of the picture with the most likes **will bag £90 to spend at**

Castle Dene. The competition closes on Friday but has already reached **over 31,000 people!**

Generosity is the virtue of all royals, so a number of activities took place during the event to raise monies for **Macmillan Cancer Support**. A charity raffle gave shoppers the chance to **win a prize every 90 minutes** on the day, prizes included a Sweet Dreams hamper, Cooplands, Greggs and Wilko gift vouchers. There was also a **Royal Street Party** where families could buy tea and cakes with all proceeds going to Macmillan. In total, a fantastic **£389.89** was raised for the charity.

A representative from Macmillan said: *“**We had a fab time at the event on Saturday and thanks to everyone for the opportunity to get involved. An amazing £389.89 was raised on the day and this will ensure we can continue the good work we do in the local area.**”*

A Huge Success!

Overall, Castle Dene’s royal birthday celebration was a huge success. As well as raising a princely sum for charity and great social media engagement, footfall to the shopping centre increased from the previous Saturday.

Matthew Middleton from Castle Dene Shopping Centre, says: *“**Our Queen’s 90th Birthday event was a fantastic occasion and provided the perfect opportunity for Peterlee residents to come together to celebrate the 90 years of our reigning monarch. We’d like to thank everyone who participated and contributed to such a successful day.**”*

For more information about Castle Dene Shopping Centre, visit

www.castledeneshoppingcentre.co.uk or follow the shopping centre on **Facebook** and **Twitter**.

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Note to Editors

Located in Peterlee, Castle Dene Shopping Centre comprises over 70 shops, services and eateries all under one roof. From fashion to home furnishings and electronics to eateries, Castle Dene is the perfect place for retail convenience. It also boasts 1,000 free car parking spaces.

Further information about the centre can be found on Castle Dene's website:

www.castledeneshoppingcentre.co.uk

Or follow the centre on Facebook: www.facebook.com/castledeneshopping

Or follow the centre on Twitter: www.twitter.com/castle_dene

Contacts

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