

PRESS RELEASE: CASTLE DENE SHOPPING CENTRE

8th July 2016

CASTLE DENE SHOPPING CENTRE LAUNCHES FREE KIDS' CLUB

Peterlee families will now benefit from more events, giveaways and competitions with the launch of Castle Dene Shopping Centre's official Kids' Club.

COLOUR ME HAPPY

To celebrate the launch, a large 3 sided totem is being installed at the shopping centre on **Saturday 23rd July from 9.30am to 3pm** where children (whether members of the Club or not) are invited to demonstrate their artistic flair and colour it in. Children must be 3 years and over to take part in this free event. All materials will be provided on the day and supervision and guidance will be on hand from trained members of staff.

Once the totem is successfully coloured, it will be displayed in the centre for all to see!

FREE FUN!

Castle Dene Kids' Club is dedicated to children between the ages of 3 and 15 years and provides a great way for little ones to take part in supervised events, to express their creativity and to make new friends. And these are just some of the events and activities our shoppers can look forward to this summer:

- Wednesday 3rd August: **Dungeons & Dragons**
- Wednesday 10th August: **Meet the Flintstones**
- Wednesday 17th August: **Monster Mayhem**
- Wednesday 24th August: **Treasure Island**

FREE GOODIE BAG!

Our Kids' Club members will not only get exciting benefits, but will also be able to take the fun home with our Kids' Club branded goodie bag and baseball cap!

Kids' Club member benefits include:

- Free goodie bag*
- Participation in free Kids' Club events
- Notification and reminders of upcoming events
- A monthly prize draw
- Other regular competitions
- Exclusive offers from Castle Dene Shopping Centre's stores

*For a limited time only, the shopping centre are giving new Kids' Club members a free goodie bag per child. This is while stocks last.

To join the free Kids' Club, parents should sign up via the shopping centre's website: www.castledeneshoppingcentre.co.uk/kids-club. Updates regarding the Club and its events will be published via Castle Dene's Facebook and Twitter pages.

Sarah Bromwich, Castle Dene's Operations Manager, says: ***"We're incredibly excited about the launch of our new Kids' Club. It's a great opportunity for children – accompanied by their parents – to take part in creative, community-focused activities. Not only will our events be fun and inclusive, but they'll also encourage children's artistic abilities, social skills and develop their***

cognitive capabilities. Our colouring event on Saturday 23rd July is the first in a series of planned dates that we anticipate being well received by Peterlee families. But it's not just about events, we'll also have plenty of offers and competitions exclusive to Kids' Club members as well."

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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