

PRESS RELEASE: CASTLE DENE SHOPPING CENTRE

12th September 2016

SUCCESSFUL SUMMER FUN AT CASTLE DENE!

It's not easy to keep the kids entertained over the summer holidays. At Castle Dene Shopping Centre, however, little monsters were kept amused throughout August with free fun via the centre's own Kids' Club.

Castle Dene Kids' Club

Dedicated to children aged between 3 and 15 years, the Castle Dene Shopping Centre Kids' Club was the perfect way to keep the kids entertained over the summer holiday. With supervised creative events held at the shopping centre every Wednesday, it gave little ones the chance to express themselves and make new friends. All Kids' Club members received a free goodie bag, exclusive offers and discounts.

Creativity for Life

Packed with fun activities, the Castle Dene Shopping Centre Kids' Club was a great way to support children's development during the summer holiday. Recent research by **Born Creative** and arts education charity **Creative, Culture and Education** has shown that children who access creative learning in early education develop the

skills they need for the workplace and their community, meaning they are more likely to succeed in adult life.

Born Creative recommends that local institutions are included in children's creative development to build community cohesion – and that's exactly what Castle Dene's Kids' Club did! With an emphasis on self-expression and learning, the free events were accessible for all Peterlee children.

Sarah Bromwich, Castle Dene's Operations Manager, said:

“It was a great opportunity for children – accompanied by their parents – to take part in creative, community focused activities. Not only were our events fun and inclusive, but they also encouraged children's artistic abilities, social skills and cognitive capabilities.”

A Summer of Fun Events

The Kids' Club launched in July with the first fun, free event of the summer. A large three-sided totem pole was installed at the shopping centre, and children were invited to colour it in and create a unique piece of artwork. Throughout August, Castle Dene Shopping Centre played host to another four Kids' Club events. Hundreds of little ones – whether they were Kids' Club members or not – took part.

The first event on Wednesday 3rd August had a **Dungeons & Dragons** theme, where children could make their own swords and shields and become a hero for the

day. They also got the chance to meet friendly dragon Epico and his swashbuckling companion Sir Aurelious Jones, the Pirate Knight!

On Wednesday 10th August it was time to **Meet the Flintstones**. Children could decorate their own wooden dinosaur, and some crazy cavemen paid a visit to join in the fun.

The **Monster Mayhem Event** on Wednesday 17th August saw kids create out-of-this-world masks and then transform into all kinds of aliens and monsters! Little adventurers could then take part in a ghoulish Area 51 Laser Quest game.

The final Kids' Club activity was the **Treasure Island Event**. Children morphed into pirates during a craft workshop, then went on a quest to find hidden treasure somewhere in the shopping centre. Even the tiniest tots could hunt for buried treasure in sandboxes.

A Huge Success

The Kids' Club really drew in the crowds and provoked some great feedback on Facebook and Twitter.

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

For further information about Castle Dene Shopping Centre, contact:

Brenda Taylor (Flying Saucer Creative): 01603 632 791