

## **PRESS RELEASE: CASTLE DENE SHOPPING CENTRE**

**31<sup>st</sup> October 2016**

### **Spooktacular Success at Castle Dene Shopping Centre!**

Halloween has grown in popularity in the UK, with shoppers spending over £450m as the creepy celebration becomes the second biggest party night after New Year's Eve.

Costumes based on the Mexican Day of the Dead, zombies, the grim reaper and the film Ghostbusters were the most popular dress up options this year, with many spooky spectacles seen on the streets of Peterlee. And with plenty of ghoulish goodies adorning Castle Dene Shopping Centre's shelves, there was no shortage of ways to put the frighteners on friends and family!

### **Halloween High Jinks**

To ensure everyone had one hell of a Halloween, Castle Dene Shopping Centre invited people to enjoy some spirited skullduggery, freaky frolics and ghostly goings on Friday 28<sup>th</sup> October.

There was a **Gruesome Graveyard** located in the centre where visitors could be transformed into marvellous monsters and wicked witches with the help of the

centre's **Fiendish Face Painters** and **Devilish Dress Up Crew**. A ghoulish guest also brought Halloween chills to visitors! **Uncle Doom and his Piano of Gloom** entertained shoppers with his own terrifying take on Halloween favourites including Thriller and Ghost Town.

In association with the event, the shopping centre's Facebook followers could win a Halloween hamper, filled with goodies from Castle Dene's stores via a 'like and share' competition. The competition reached over 8,000 people with Nikki Croft being selected at random as the winner.

Sarah Bromwich, Castle Dene's Operations Manager, says: ***"We were delighted to host an exciting event this spooky season and to give our customers the chance to have a day filled with tricks and treats! The day was a resounding success and saw hundreds of families taking part. We look forward to hosting more events and spectacular shows at Castle Dene over the forthcoming months and will be offering shoppers further chances to win prizes and shopping vouchers."***

For more information about Castle Dene Shopping Centre, visit their **website** or follow them 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](http://www.castledeneshoppingcentre.co.uk)***

***Or follow the centre on Facebook: [www.facebook.com/castledeneshopping](http://www.facebook.com/castledeneshopping)***

***Or follow the centre on Twitter: [www.twitter.com/castle\\_dene](http://www.twitter.com/castle_dene)***

### **Contacts**

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