

## PRESS RELEASE: GARDEN SQUARE SHOPPING CENTRE

5<sup>th</sup> FEBRUARY 2016

### **WINNERS BEAT THE BLUES AT GARDEN SQUARE!**

In order to help their shoppers and social media followers beat the winter blues, Garden Square Shopping Centre in Letchworth ran a **Want it Wednesdays** promotion throughout January. Every Wednesday a prize from the shopping centre's retailers was up for grabs – all Facebook followers had to do was 'like' the post on the centre's Facebook page for the chance to win. A range of prizes was offered, including £50 to spend at the centre's stores, a **Claire's** goody bag, a **Body Shop** hamper worth £35 and a £25 **F Hinds** gift card.

Jack Philbin, Garden Square's Centre Manager, explained: ***"Christmas is an expensive time of year so we wanted to thank and reward our shoppers by giving them something back in January."***

### **Want it Wednesdays Winners**

**Rebecca Louise Nelson** was the first winner after being selected at random from hundreds of likes on the Facebook competition post. She chose to have a **New Look** gift card as her prize. She was presented with her gift card at the Centre Management Office later in the month.



The second lucky winner was **Diane Warner** who won a **Claire's** goody bag. Diane said: ***“Thank you for picking me. My little girls are going to be so happy with the prize, which they’ll share.”***



**Kathleen Carter** won a **Body Shop** hamper in the third week of the competition and was presented with her hamper in-store by Jack Philbin. Generously, Kathleen said: ***“Whoop - thank you. I’m going to give it to someone as a birthday present!”***

The final winner was **Jemma Milton** who won a £25 gift card for **F Hinds**. Jemma has yet to be presented with her prize, due to various commitments, but will be welcomed to the Square shortly to collect her winnings.

## **The Results**

The four Facebook posts offering the prizes earned a huge amount of interest with lots of likes and shares. In total, the campaign reached **8,805** people on Facebook and **8,683** on Twitter, making the overall social media reach for the campaign an impressive **17,488 people**. Engagement was high at **8.9%**.

Jack Philbin added: ***“We were over the moon with the response to our Want it Wednesdays online promotion. We endeavour to reward our shoppers as much as possible and look forward to running similar giveaways and promotions throughout the rest of the year.”***

For more information about Garden Square Shopping Centre, visit their website at **[www.gardensquashopping.co.uk](http://www.gardensquashopping.co.uk)** or follow the shopping centre on **Facebook** and **Twitter**.

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## **Note to Editors**

***Situated in the heart of Letchworth, Garden Square Shopping Centre comprises of over 30 shops, services and eateries. From fashion to home furnishings and electronics to eateries, Garden Square is the perfect place for retail convenience.***

***Further information about the centre can be found on Garden Square’s website:***

***[www.gardensquashopping.co.uk](http://www.gardensquashopping.co.uk)***

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

***Or follow the centre on Twitter: [www.twitter.com/GardenSquareSC](http://www.twitter.com/GardenSquareSC)***

**Contacts**

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