

PRESS RELEASE: GARDEN SQUARE SHOPPING CENTRE

8th July 2016

GARDEN SQUARE LAUNCHES FREE KIDS' CLUB!

Recent research has been undertaken for the Government by **Born Creative**, supported by arts education charity **Creative, Culture and Education**. The research shows that children with access to creative learning in early education are more likely to succeed in adult life by developing the skills they need to perform in the work place and wider society.

One of Born Creative's recommendations includes involving cultural and local institutions in children's creative development, helping to build community cohesion.

Furthermore, recent neuroscience research by **David A Sousa** – published in **The Schools Administrator** - has also revealed the impressive impact of arts instruction on children's cognitive, social and emotional development.

With all this in mind, **Garden Square Shopping Centre in Letchworth** has launched its very own free **Kids' Club** with an emphasis on creative activities and learning!

FREE FUN!

Garden Square's 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. Planned activities include mask making, t-shirt decorating and greeting card design.

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 Garden Square's stores

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

To join the Kids' Club, parents should sign up via the shopping centre's website:

www.gardensquashopping.com/kids-club. Updates regarding the Club and its events will be published via Garden Square's Facebook and Twitter pages.

COLOUR ME HAPPY

To celebrate the launch of Garden Square's Kids' Club, a large totem pole is being installed at the shopping centre on **Saturday 16th July from 10am 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 Square for all to see!

Jack Philbin, Garden Square's Centre 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 16th July is the first in a series of planned dates that we anticipate being well received by Letchworth 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 Garden Square Shopping Centre, visit the **website** or follow the Square on **Facebook** and **Twitter**.

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Note to Editors

Situated in the heart of Letchworth, Garden Square Shopping Centre comprises 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.gardensqureshopping.co.uk

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

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

Contacts

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