

## PRESS RELEASE: GARDEN SQUARE SHOPPING CENTRE

12<sup>th</sup> NOVEMBER 2017

### **GARDEN SQUARE'S EVENT IS A ROARING SUCCESS!**

From gorgeous gift ideas to got-to-have gadgets and divine décor to show-stopping styles, **Garden Square Shopping Centre** in Letchworth is your one-stop-shop this Christmas! And with enchanting events, plenty of in-store promotions and cracking Christmas giveaways, it really is the place to be for some extra sparkle this season.

Hot on the heels of the successful Christmas Lights Switch on event, where Garden Square welcomed the eye-popping **Spark!** to the town, the shopping centre hosted another head-turning act on Saturday 9<sup>th</sup> December. From the Forests of Eternal Snow padded the giant **Snow Lion**; a mythic emblem of the season, celebrating the light of human kindness in the depths of winter's darkest days. Accompanied by the **Red Queen** and her **servant**, the Snow Lion offered protection to this powerful feminine archetype, herself a role model for young girls seeking an alternative to Mother Christmas.

Combining animatronic puppetry, spectacular costumes and music, it proved to be an experience like no other! Children and their families filled Garden Square to witness the mystery and majesty of the largest lion to walk the earth, as it walked around the malls and posed for photos with onlookers.

People took to social media after the event to enthuse about the Lion's appearance at Garden Square:

Heather Almond said: ***"It was a lovely magical touch to the town centre. Well done!"***

Helen Beven said: ***"My kids were so excited on Saturday when they woke up and it was frosty. They thought the Snow Lion had brought the frost with him! They were even more enthralled having met the Snow Lion and having woken up to snow this morning. Thank you for organising the snow!"***

Jack Philbin, Garden Square's Centre Manager, says: ***"We were delighted to welcome the Snow Lion, Red Queen and her servant to Garden Square. The shopping centre came to a standstill as people watched in awe of this head-turning act. Footfall to the shopping centre significantly increased on the day. We look forward to hosting more events and shows at the shopping centre throughout 2018."***

For more information about Garden Square Shopping Centre, visit their **website** or follow them on **Facebook** and **Twitter**.

*(ends)*

**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.gardensquareshopping.co.uk](http://www.gardensquareshopping.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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