

PRESS RELEASE

Monday 25 November 2002

EXTRA EXTRA LATE NIGHT SHOPPING AT THE MALL

Shoppers at The Mall at Cribbs Causeway will have even more shopping time from next Monday 2nd December when stores stay open an extra hour until 10pm every weekday evening.

It's the first time stores at the centre have remained open so late and Mall managers are keen to gauge how popular the move will be with customers.

The extended evening opening will continue until Monday 23 December, enabling shoppers to enjoy more of the build-up to Christmas.

More and more shoppers make use of The Mall's late opening and, at this time of year, Mall staff frequently have to ask customers to leave when the centre closes. A number of other regional shopping centres such as Lakeside and Brent Cross already stay open till 10pm throughout the year.

Sue Boor of The Mall says: "Many people are cash rich but time poor and therefore appreciate the convenience of evening shopping. We're giving them an extra hour to shop over the next three weeks and we're keen to see the response from customers."

To help promote The Mall's extended opening hours to shoppers across the region, The Mall has commissioned an aeroplane to fly a promotional banner reading "The Mall at Cribbs Causeway – now open till 10pm". The message will be seen over Bristol, Cardiff, Swindon and Bath throughout the week of the 2nd December.

Additional late buses have been arranged to provide customers with public transport home.

CHRISTMAS AND NEW YEAR OPENING HOURS

Friday 27th December	9am to 9pm
Saturday 28th December	9am to 7pm
Sunday 29th December	11am to 5pm
Monday 30th December	10am to 8pm
Tuesday 31st December	10am to 5pm
Wednesday 1st January	11am to 5pm
Thursday 2nd January	10am to 8pm

John Lewis hours vary.