



**PRESS RELEASE  
FOR IMMEDIATE RELEASE  
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## **SHOPPERS PREPARED TO WALK THE GLOBE IN SEARCH OF A BARGAIN**

New figures released this month show that shoppers in the South West will walk the equivalent of 26 journeys around the globe as they make the most of the January sales. Shoppers at The Mall at Cribbs Causeway, covered around 652,500 miles\* as they hunted down bargains during the first week of the sales last year; so it seems that the begrudged gym membership may not be needed after all!

As most of the population now contemplates the inevitable post Christmas exercise, any over indulgence may now seem worthwhile in comparison to the exercise achieved during a spot of sales shopping!

### **Notes to Editor**

*\*Based on the average distance travelled, within the average browsing time of each shopper visiting The Mall at Cribbs Causeway, during Christmas sales week.*

*Figures are taken from The Mall at Cribbs Causeway's 2010 Footfall statistics.*

*The Mall offers the best of high street and designer shopping with over 135 stores and restaurants including John Lewis, Marks & Spencer, Next, Pandora, French Connection, Paperchase, Jack & Jones, Hotel Chocolat and Apple.*

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