



**PRESS RELEASE**  
**7th March 2006**

## **THE MALL AT CRIBBS CAUSEWAY TO BECOME SMOKE-FREE CENTRE**

The Mall at Cribbs Causeway will become a smoke-free shopping centre from Wednesday 8th March 2006. The Mall has chosen this date to implement a smoking ban as it is No Smoking Day.

Since The Mall opened eight years ago, smokers have been permitted to smoke in one of the cafes and in part of the Food Court. From Wednesday, smokers will be asked not to light up in the Food Court or any other public areas of The Mall, apart from Café Giardino.

The decision to implement the ban now - more than a year before a national ban comes into place in summer 2007 - reflects the wishes of customers and staff. It also supports South Gloucestershire's Council's comprehensive No Smoking Policy and Bristol City Council's Smoke Free charter, which is working towards making Bristol a smoke-free city.

In 2004 shoppers at The Mall at Cribbs Causeway participated in a national survey, carried out in the South West by the South West Regional Public Health Group, into opinions on smoking in public places. The survey showed that 73% of people in the South West wanted a complete smoking ban in indoor shopping centres. 40% of smokers stated they would prefer all indoor public places to be smoke-free.

Sue Boor, marketing manager at The Mall, says: "We all know of the effects of smoking and want to play our part in creating a smoke-free environment. "The results from the 2004 national survey, together with the Government's decision to impose a ban in enclosed public places from next summer, provide clear and valuable evidence of the enormous public support that exists to provide smoke-free enclosed public places. We believe that our staff and the vast majority of our customers will appreciate this move." Shoppers will be encouraged to give up smoking, with Boots, Dr & Herbs and Holland & Barrett at The Mall all offering tips on how to give up smoking. Dr & Herbs recommend 2-3 sessions of acupuncture, sometimes coupled with herbs, to reduce the stress of withdrawal symptoms and to aid the discharge of nicotine from the body; Boots recommend patches as the most popular treatment for their ease of use and longer-lasting effects and is offering a 'buy one, get one half price' promotion on all Nicotine Replacement Therapies; Holland & Barrett offer a natural remedy with herbal cigarettes.

**Support is also available via the NHS Smoking Helpline - 0800 169 0 169.**

-ends-