

PRESS RELEASE

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THE MALL LAUNCHES FOUNTAIN CHARITY FUND TO MARK ITS 5TH BIRTHDAY

The Mall is marking its fifth birthday on Monday 31st March by establishing a new charitable fund. Called The Mall's Fountain Charity Fund, it will provide grants to charitable organisations within a 25 mile radius of The Mall.

All the money thrown into The Mall's fountain by shoppers – around £10,000 a year - will form the major contribution to the Fountain Fund. This year The Mall is donating £10,000 to the Fund to mark its fifth birthday. The Fund will also be supplemented with the proceeds from a range of fund-raising activities at The Mall.

To get the Fund off to a flying start, The Mall has planned its first fund-raising initiative to coincide with its fifth birthday celebration.

Starting next Saturday 29th March and continuing until The Mall's birthday on Monday 31st March, The Mall has organised a variety of fund-raising activities including:

- Balloon modelling – much-loved by children
- Temporary tattoos – you'll have no regrets in the morning
- Nail art – really popular with girls of every age!
- Face painting - a perennial favourite with the children
- Henna hand art – temporary hand-art from the Indian sub-continent
- Single question tarot reading – get an answer to that burning question
- Chinese calligraphy – your name written in Chinese characters
- Instant numerology – find out what's in store for you

Proceeds from all the above events as well as the sales of Mall Goody Bags and slices of organic chocolate Birthday Cake will all help boost the Fund.

All the activities will take place on the upper level of The Mall overlooking the fountain. Slices of birthday cake will be on sale on the lower level beside the fountain.

Sue Boor, marketing manager at The Mall, said: "Over the past five years, we have collected nearly £40,000 from the fountain. That's a lot of small change thrown in by customers. All the money has been donated to local Scouts and Guides groups.

"We would now like to open up this money to a wider range of worthwhile organisations so we have decided to establish The Mall's Fountain Charity Fund.



“Although most of the Fund’s money will come from what shoppers throw into the fountain, we will add to it throughout the year, for example by selling goody bags at our events.

“We hope that we will have around £15,000 each year to give to local charities, voluntary and community groups.”

Groups can apply by picking up an application form from The Mall’s Information Desk or from the web-site www.mallcribs.com.

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