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### **The Mall at Cribbs Causeway launches free phone App**

- Centre at the forefront of social media marketing -

This week, The Mall at Cribbs Causeway has launched a free App, making it the first shopping destination in the South West to offer a free App, and one of the first in the UK.

The App allows customers to view upcoming events at the centre, syncing them with their own calendar so that reminders pop up on their phone ensuring they do not miss key events, such as the centre's twice yearly Bristol Fashion Week. It also provides instant access to the latest offers and promotions operating in the centre's stores, and serves as a handheld directory of shops, eateries and facilities.

Maria Crayton, Head of Marketing at The Mall at Cribbs Causeway comments: "Mobile phone apps are a prime way of connecting with our shoppers and ensuring they can make the most out of their visit to the centre. We are confident that our App, which is the first free App from a South West shopping centre, will be a key marketing tool for The Mall moving forward."

ENDS

The Mall at Cribbs Causeway is the premier shopping destination in the South West. With a line-up of 130 top name stores and a number of cafés and restaurants, The Mall offers customers a unique experience and the beautifully designed centre creates a sophisticated and relaxing environment in which to shop.

The Mall at Cribbs Causeway has contributed significantly to the local area since opening thirteen years ago; raising tens of thousands of pounds for local organisations and charities, subsidising bus routes in the area, investing in car sharing schemes, employing approximately 5,500 local people and boosting the retail and leisure offer for the region.

For further information, including a store directory and events list, please visit

<http://www.mallcribbs.com>