

**PRESS RELEASE
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Friday 11th November 2011



**THOUSANDS CAME TO WATCH OLLY MURS AT THE MALL'S XTRA SPECIAL
CHRISTMAS LIGHTS SWITCH ON**

7,000 fans from all over the South West turned out to watch Olly Murs at The Mall's Christmas Lights Switch On and Concert on 10th November.

The X Factor star treated the thousands of screaming fans to a special live performance after switching on the Christmas Lights at The Mall's exclusive event. It was the first time that Olly Murs had performed his new single "Dance With Me Tonight" which is due to be released on 20th November, in a concert venue. "It was great to get on stage and perform my new single." says Olly. "The response I got from the crowd was incredible. My new single went down really well and it was great to get everybody in the Christmas spirit!"

Heart Breakfast presenters Bush, Troy and Paulina compered the event which officially opened The Mall's Winter Wonderland and launched late night shopping until 10pm at The Mall. After a stunning performance from support band Young Kato, the mischievous trio encouraged the crowd to teach Essex boy Olly Murs a bit of 'Brizzle' to help him understand his fans during his trip to the South West. The three presenters even got him to try to break a record for the most 'keepy uppies' on stage.

Once the excitement of the concert had finished, fans flocked to The Mall's Winter Wonderland, which had been transformed into a magical Christmas resort, with falling snow and Christmas stalls. Visitors took advantage of the weather and enjoyed a skating session on the largest outdoor ice rink in the South West, while other families took their children to meet Santa in his Magical Castle.

The Mall gave out around 7,000 free tickets to the event which was held in a purpose built outdoor arena, next to the Winter Wonderland. Fans travelled from as far as Cornwall, Wales and Norfolk to watch the Xtra Factor presenter take to the stage.

The dreams of five lucky fans came true when the winners of The Mall's "Meet Olly Murs" competition met their idol ahead of the Christmas Lights Switch On. Although the winners were initially star struck, the cheeky Essex boy soon put them at ease and settled down for a chat. The star also posed for pictures with the winners wearing one of his trademark hats.

The Christmas Lights Switch On and Concert officially opened the eighth Winter Wonderland at The Mall; which features the South West's largest outdoor ice rink, Santa's Magical Castle and Christmas stalls. Shoppers will now be able to enjoy late night shopping as The Mall remains open until 10pm during the run-up to Christmas.

-ENDS-

Notes to editor:

- Winners of The Mall's 'Meet Olly Murs' competition were selected at random from The Mall's Free Prize Draw.
- Fans were treated to a meet and greet session with Olly Murs ahead of the Christmas Lights Switch On and Concert at 18:00 on Thursday 10th November 2011.
- At 18:00 on Thursday 10 November 2011, Olly Murs switched on the Christmas lights and then performed in the arena next to The Mall's Winter Wonderland.
- Olly Murs was supported by Cheltenham band Young Kato (previously known as The Dirty Tricks).
- The Mall is now open for late night Christmas shopping until 10pm from 10 November 2011. Individual store opening times may vary. Check www.mallcribbs.com for details.
- The Christmas Lights Switch On and Concert officially opened The Mall's Winter Wonderland which includes the South West's largest ice skating rink, for more details on session times and ticket prices, information and special offers, visit www.mallcribbs.com from now.

Press contact:

Amy Tout
Communications Executive
The Mall at Cribbs Causeway
amy.tout@mallcribbs.com
0117 915 1121