



## **PRESS RELEASE**

**13 May 2011**

### **THE MALL'S WINTER WONDERLAND WINS INDUSTRY AWARD**

The Mall at Cribbs Causeway's Winter Wonderland won a prestigious industry award last night (12<sup>th</sup> May).

The Winter Wonderland, with its outdoor ice rink, Santa's Castle and traditional Christmas market, was recognised at the British Council of Shopping Centres' Purple Apple Marketing Awards as one of the best shopping centre events in the country, winning a Merit Award.

Since its launch seven years ago, The Mall's Winter Wonderland has become synonymous with Christmas in Bristol and helps attract thousands of additional shoppers to the centre during the all-important Christmas season.

Last year over 55,000 people went ice skating on The Mall's ice rink, the highest number of skaters over the past seven years. Overall The Mall saw the number of shoppers increase to over 2.2 million over the seven-week Christmas period, despite the severe winter weather and tough economic conditions.

The Mall's Winter Wonderland also helped five charities raise over £6,000 through The Mall's innovative Skate & Donate programme, where charities receive all the ticket proceeds from a skating session.

Maria Crayton said: "Our Winter Wonderland brings the magic of Christmas alive for many of our shoppers and we're delighted that the event has been recognised with this award. We look forward to bringing the event back for its eighth season in November."

The Purple Apple Awards aim to highlight the shopping centre industry's growing use of marketing and PR to enhance customer experience and the asset value of schemes.



-ends-

For further information, please contact Sarah King, PR for The Mall, on 07866 780060