

## PRESS RELEASE: CROSSGATES SHOPPING CENTRE

5<sup>th</sup> FEBRUARY 2016

### WINNERS BEAT THE BLUES AT CROSSGATES!

In order to help their shoppers and social media followers beat the winter blues, Crossgates Shopping Centre in Leeds ran a **Want it Wednesdays** promotion throughout January. Every Wednesday, a prize from the centre's retailers was up for grabs – all Facebook followers had to do was 'like' the post on the centre's Facebook page for the chance to win. A range of prizes was offered, including £50 to spend at the centre's stores, £50 of **Officers Club** vouchers, a **Costa Coffee** hamper and a £20 **Wilko** gift card.

Matthew Middleton, Crossgates' Centre Manager, explained: ***“Christmas is an expensive time of year, so we wanted to thank and reward our shoppers by giving them something back in January.”***

### Want it Wednesdays Winners



**Allison Ingham** was the first winner after being selected at random from hundreds of likes on the Facebook competition post. She chose to have **Costa Coffee** and **Peacocks** gift

cards as her prize. She was presented with her gift cards by Sophie Stephenson, Deputy Centre Manager, at the centre. Allison was delighted and said: ***“Thank you so much! I had the BIGGEST cup of coffee from Costa with my winnings – it was literally like a bucket of coffee! Plus I managed to get some lovely bits from Peacocks.”***

The second lucky winner was **David Armstrong** who won £50 of **Officers Club** vouchers. David said: ***“Thank you very much! I collected my £50 vouchers and can’t wait to get spending them.”***



**Juliet Franks** won a **Costa Coffee** hamper in the third week of the competition. Juliet was presented with her hamper outside Costa Coffee at Crossgates, saying: ***“Thank you so much for selecting me as the winner. I’m looking forward to having the coffee – it might help after all the sleepless nights with my baby!”***



The final winner was **Nikii Bradford** who won a £20 gift card for **Wilko**. Nikii was presented with her gift card – along with some helping hands – at the Centre Management Office at the end of January.

### **The Results**

The four Facebook posts offering the prizes earned an average of 494 likes and 561 shares. In total, the campaign reached **85,989** people on Facebook and **17,592** on Twitter, making the overall social media reach for the campaign an incredible **103,581 people**. Engagement was high at **11.4%**. In fact, it was one of the most successful social media competitions the centre has had.

Matthew Middleton added: ***“We were over the moon with the response to our Want it Wednesdays online promotion. We endeavour to reward our shoppers as much as possible and look forward to running similar giveaways and promotions throughout the rest of the year.”***

For more information about Crossgates Shopping Centre, visit their NEW website at **[www.crossgatesshopping.co.uk](http://www.crossgatesshopping.co.uk)** or follow the shopping centre on **Facebook** and **Twitter**.

(ends)

**Note to Editors**

***Located in the heart of Leeds, Crossgates Shopping Centre comprises of over 60 shops, services and eateries all under one roof. From fashion to home furnishings and electronics to eateries, Crossgates is the perfect place for retail convenience.***

***Further information about the centre can be found on Crossgates' website:***

***[www.crossgatesshopping.co.uk](http://www.crossgatesshopping.co.uk)***

***Or follow the centre on Facebook: [www.facebook.com/yourcrossgates](http://www.facebook.com/yourcrossgates)***

***Or follow the centre on Twitter: [www.twitter.com/CrossgatesSC](http://www.twitter.com/CrossgatesSC)***

**Contacts**

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