

PRESS RELEASE: CROSSGATES SHOPPING CENTRE

15th June 2016

A Royal Knees Up at Crossgates Shopping Centre!

In April 2016 The Queen turned 90 and is now, perhaps, the most famous nonagenarian in the world. However, **Saturday 11th June** was the date of this year's Trooping of the Colour and represented the official annual celebration of Her Majesty's birthday. Consequently, events and activities were held over the weekend to commemorate the occasion across the length and breadth of the UK.

Plenty of Regal Revelry

Crossgates Shopping Centre in Leeds hosted a day of regal revelry on Saturday which incorporated plenty of free royal-themed entertainment. This included a **Jubilant Jewels Craft Workshop** where little princes and princesses could make crowns and tiaras using paints, glitter and gems. All materials were provided on the day and instruction and guidance were given from supervisors. **Over 130 children** took part with some royally good headwear being created.

Visitors to the centre could also pose for photos on a luxurious throne next to a **life-size cut out of The Queen**. These **Sovereign Selfies** have now been uploaded to the shopping centre's Facebook page where followers are currently voting for their favourite. The owner of the picture with the most likes **will bag £90 to spend at**

Crossgates. The competition closes on Friday but has already reached **over 7,000 people!**

Generosity is the virtue of all royals, so a number of activities took place during the event to raise monies for **Cielo** – a local charity helping disadvantaged people in the local area. A charity raffle gave shoppers the chance to **win a prize every 90 minutes** on the day, prizes included Cielo coffee vouchers, Cooplands, Greggs and Wilko gift cards and a Max Spielmann portrait sitting. There was also a **Royal Street Party** where families could buy tea and cakes with all proceeds going to Cielo. Just over **£90** was raised for the charity.

Toby Walters from Cielo said: ***“The Queen’s birthday event was a smashing success! Everybody had a wonderful time, and our volunteers did a great job at selling cakes. I’m really grateful to the Crossgates team for giving us the opportunity to raise more money for the local projects that are closest to our heart. Thanks guys!”***

A Huge Success!

Overall, Crossgates’ royal birthday celebration was a huge success. As well as raising a princely sum for charity and great social media engagement, many happy families took part in the event.

Matthew Middleton, Centre Manager of Crossgates Shopping Centre, says: ***“Our Queen’s 90th Birthday event was a fantastic occasion and provided the perfect***

opportunity for Leeds residents to come together to celebrate the 90 years of our reigning monarch. We'd like to thank everyone who participated and contributed to such a successful day."

For more information about Crossgates Shopping Centre, visit www.crossgatesshopping.co.uk or follow the shopping centre on **Facebook** and **Twitter**.

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Note to Editors

Located in the heart of Leeds, Crossgates Shopping Centre comprises 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

Or follow the centre on Facebook: www.facebook.com/yourcrossgates

Or follow the centre on Twitter: www.twitter.com/CrossgatesSC

Contacts

For further information about Crossgates Shopping Centre, contact:

Jason Vickers (Flying Saucer Creative): 01603 632 791

Matthew Middleton (Crossgates Shopping Centre): 0113 264 9589