

PRESS RELEASE: CROSSGATES SHOPPING CENTRE

12th September 2016

SUCCESSFUL SUMMER FUN AT CROSSGATES!

It's not easy to keep the kids entertained over the summer holidays. At Crossgates Shopping Centre, however, a free Kids' Club provided little monsters with plenty of amusement throughout August!

Crossgates Kids' Club

Dedicated to children aged between 3 and 15 years, Crossgates Kids' Club was the perfect way to keep little ones entertained over the summer holiday. With supervised creative events held at the shopping centre every Thursday, it gave them the chance to express themselves and make new friends. All Kids' Club members received a free goodie bag and baseball cap, as well as exclusive offers and discounts.

Creativity for Life

Packed with fun activities, Crossgates Kids' Club was a great way to support children's development during the summer holiday. Recent research by **Born Creative** and arts education charity **Creative, Culture and Education** has shown that children who access creative learning in early education develop the skills they need for the workplace and their community, meaning they are more likely to succeed in adult life.

Born Creative recommends that local institutions are included in children's creative development to build community cohesion – and that's exactly what Crossgates Kids' Club did! With an emphasis on self-expression and learning, the free events were accessible for all Leeds children.

Matthew Middleton, Crossgates Shopping Centre Manager, said:

“It was a great opportunity for children – accompanied by their parents – to take part in creative, community focused activities. Not only were our events fun and inclusive, but they also encouraged children's artistic abilities, social skills and cognitive capabilities.”

A Summer of Fun Events

The Kids' Club launched in July with the first fun, free event of the summer. A large three-sided totem pole was installed at the shopping centre, and children were invited to colour it in and create a unique piece of artwork. Throughout August, Crossgates Shopping Centre played host to another four Kids' Club events. Hundreds of children – whether they were Kids' Club members or not – took part.

This kicked off on Thursday 4th August where kids could **Potter with Beatrix & Friends**. Children could paint their very own Peter Rabbit money box and hear a tale or two from giant rabbit duo, the Hop-a-lots!

On Thursday 11th August the centre hosted a **Crazy Science Show**. A couple of mad scientists arrived at Crossgates Shopping Centre to do some bonkers experiments – with a little help from the audience!

A **T-Shirt Decorating Workshop** on Thursday 18th August was popular with tots and teenagers alike, giving them the chance to become fashion designers for the day and personalise their own t-shirt with paints, pens, ribbons and more.

The final event on Thursday 25th August was the hugely popular **Animal Puppet Making Workshop**. With a little guidance, children sewed their own tiger, giraffe, elephant or bear felt hand puppet.

A Huge Success

The Crossgates Kids' Club really drew in the crowds and provoked some great feedback on Facebook and Twitter, seeing increases in social media following and website visits.

For more information about Crossgates Shopping Centre, visit 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 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:

Brenda Taylor (Flying Saucer Creative): 01603 632 791

Matthew Middleton (Crossgates Shopping Centre): 0113 264 9589