

PRESS RELEASE: CASTLE DENE SHOPPING CENTRE

5th FEBRUARY 2016

SHOPPERS ARE REWARDED AT CASTLE DENE

In order to help their shoppers and social media followers beat the winter blues, Castle Dene Shopping Centre in Peterlee ran a **Want it Wednesdays** promotion throughout January. Every Wednesday, a prize from the shopping 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, a **Boots** No7 hamper, a **Sweet Dreams** hamper worth £25 and a £20 **Wilko** gift card.

Barry Parnell, Castle Dene's 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



Melanie Stalley was the first winner after being selected at random from hundreds of likes on the Facebook competition post. She chose to have **Farmfoods** and **Argos** vouchers as her prize. She was presented with her vouchers by Barry Parnell at the Centre Management Office.

The second lucky winner was **Amanda Rockefeller** who won a **Boots No7** hamper, filled with plenty of products from this award-winning range. Amanda said: ***“Thank you! I’m so pleased to have won the very beautiful prize of a Boots No7 hamper. It will be a huge help to my skin as it’s really dried out from the cold weather.”***



Michelle Kay won a **Sweet Dreams** hamper in the third week of the competition. She was presented with her huge hamper crammed with treats to satiate a sweet tooth! Michelle exclaimed: ***“Wow! I’m over the moon, thank you very much.”***



The final winner was **Donna Brumwell** who won a £20 gift card for **Wilko**. Donna was presented with her gift card at the Centre Management Office at the end of January. Donna said: ***“Get in! Thank you so much. I will be using the gift card to buy myself a new lamp.”***

The Results

The four Facebook posts offering the prizes earned hundreds of likes and shares. In total, the campaign reached **85,423** people on Facebook and **4,443** on Twitter, making the overall social media reach for the campaign an incredible **89,866 people**. Engagement was high at **11%**. In fact, it was one of the most successful social media competitions the shopping centre has ever had.

Barry Parnell added: ***“We were delighted 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 Castle Dene Shopping Centre, visit their website at www.castledeneshoppingcentre.co.uk or follow the shopping centre on **Facebook** and **Twitter**.

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Note to Editors

Located in Peterlee, Castle Dene Shopping Centre comprises of over 70 shops, services and eateries all under one roof. From fashion to home furnishings and electronics to eateries, Castle Dene is the perfect place for retail convenience. It also boasts 1,000 free car parking spaces.

Further information about the centre can be found on Castle Dene's website:

www.castledeneshoppingcentre.co.uk

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

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

Contacts

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