

PRESS RELEASE: SALFORD SHOPPING CENTRE

12th September 2016

SUCCESSFUL SUMMER FUN AT SALFORD SHOPPING CENTRE!

It's not easy to keep the kids entertained over the summer holidays. At Salford Shopping Centre, however, a free Kids' Club provided little monsters with a great way to keep occupied throughout August!

The Kids' Club

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

Creativity for Life

Packed with fun activities, the Salford Shopping Centre 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 the Kids' Club did! With an emphasis on self-expression and learning, the free events were accessible for all Salford children.

Sabri Marsaoui, Salford 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 developed their cognitive capabilities.”

A Summer of Fun Events

The Salford Shopping Centre 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, Salford Shopping Centre played host to another four Kids' Club events. Hundreds of little ones – whether they were Kids' Club members or not – took part.

The first event on Friday 5th August had a **Dungeons & Dragons** theme, where kids could make their own swords and shields and become a hero for the day. They also

got the chance to meet Epico the friendly dragon and his swashbuckling companion Sir Aurelious Jones, the Pirate Knight!

On Friday 12th August it was time for a **Crazy Science Show**. A couple of mad scientists arrived at Salford Shopping Centre to do some bonkers experiments – with a little help from the audience.

The **Bug's Life Event** on Friday 19th August was popular with more adventurous shoppers, as Ranger Rob and his menagerie of critters arrived to teach kids about the natural world. There was also a free craft workshop where children could make a cosy bug house for the garden.

The **School's Out Craft Event** was the final Kids' Club activity of the summer on Friday 26th August. Little ones got creative and decorated their own wooden pencil case ready for the new school year.

A Huge Success

The Salford Shopping Centre Kids' Club really drew in the crowds and provoked some great feedback on Facebook and Twitter.

For more information about Salford Shopping Centre, visit www.salfordshoppingcentre.com or follow the shopping centre on **Facebook** and **Twitter**.

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Note to Editors

Salford Shopping Centre comprises over 80 shops, services and eateries all under one roof. From fashion to home furnishings and electronics to eateries, Salford Shopping Centre is the perfect place for retail convenience.

Further information about the centre can be found on Salford Shopping

Centre's website: www.salfordshoppingcentre.com

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

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

Contacts

For further information about Salford Shopping Centre, contact:

Brenda Taylor (Flying Saucer Creative): 01603 632 791

Sam Cork (Salford Shopping Centre): 0161 736 8089