

PRESS RELEASE: SALFORD SHOPPING CENTRE

5th FEBRUARY 2016

WINNERS BEAT THE BLUES AT SALFORD SHOPPING CENTRE!

In order to help their shoppers and social media followers beat the winter blues, Salford Shopping Centre 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 **Blue Inc** vouchers, a £50 **Wilko** gift card and a £20 **Wilko** gift card.

Les Rylance, Salford Shopping Centre's 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

Debbie Harding was the first winner after being selected at random from hundreds of likes on the Facebook competition post. She chose to have **Iceland** vouchers as her prize. She was presented with her vouchers by Sam Cork at the Centre Management Office later in the month. When learning of her win, Debbie exclaimed: ***“Yes! I'm buzzing! Thank you so much. The Iceland vouchers will be so useful for my weekly shop.”***

The second lucky winner was **Mark Gleave** who won a £50 **Blue Inc** gift card. Mark's partner Kim collected the gift card on his behalf from the centre. Mark is looking forward to buying some new clothes with his winnings.

Louise Woodward-Styles won a £20 **Wilko** gift card hamper in the third week of the competition. Louise said: *“Thank you so much! I’m made up to have won this gift card after having a horrible few weeks.”*

The final winner was **Hayley Fynan** who won a £50 gift card for **Wilko**. Hayley was presented with her gift card at the Centre Management Office at the end of January.

The Results

The four Facebook posts offering the prizes earned hundreds of likes and shares. In total, the campaign reached **20,351** people on Facebook and **1,202** on Twitter, making the overall social media reach for the campaign an impressive **21,553 people**. Engagement was high at **10.8%**.

Les Rylance 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 Salford Shopping Centre, visit their NEW website at **www.salfordshoppingcentre.com** or follow the shopping centre on **Facebook** and **Twitter**.

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Note to Editors

Salford Shopping Centre comprises of 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

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