

PRESS RELEASE: SALFORD SHOPPING CENTRE

15th June 2016

A Royal Knees Up at Salford 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

Salford Shopping Centre 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 150 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 the**

shopping centre. 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 **The Extra Care Charity**. A charity raffle gave shoppers the chance to **win a prize every 90 minutes** on the day, prizes included Greggs gift cards, a £20 Boots gift card 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 The Extra Care Charity. In total, **£125** was raised for the charity.

Denise McCarthy from The Extra Care Charity said: ***“We were delighted to be involved in Salford Shopping Centre’s event. It was a great idea and everyone who came along thoroughly enjoyed themselves. Our cake stall combined with the raffle sales raised £125 which we are delighted with! We would like to thank everyone who contributed for their generosity and we look forward to getting involved with more exciting events in the future.”***

A Huge Success!

Overall, Salford Shopping Centre’s 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.

Les Rylance, Centre Manager of Salford Shopping Centre, says: ***“Our Queen’s 90th Birthday event was a fantastic occasion and provided the perfect opportunity***

for Salford 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 Salford Shopping Centre, visit www.salfordshoppingcentre.com or follow the shopping centre on **Facebook** and **Twitter**.

(ends)

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:

Jason Vickers (Flying Saucer Creative): 01603 632 791

Les Rylance (Salford Shopping Centre): 0161 736 8089