



WHITE LION WALK

Guildford Town Centre Surprises Guaranteed

**Guildford goes back to the Ice Age
as Sid the Sloth visits children at White Lion Walk**



Following the release of the new Ice Age: Collision Course movie last month, White Lion Walk Shopping Centre hosted a film inspired family fun day for shoppers on Saturday 13th August with special guest Sid the Sloth.

Hundreds of shoppers of all ages got the opportunity to meet with Ice Age's Sid, posing for photos with the hilarious sloth that youngsters all over the world have fallen in love with thanks to Ice Age's five movie blockbusters.

Continuing the fun throughout the day, little shoppers could become one of Scrat's – the acorn-obsessed sabre-toothed squirrel from Ice Age – cadets and take part in a free treasure hunt. Children had to hunt around the shopping centre to help Scrat find his much loved acorns in return for free sweet treats. Furthermore, on finding the golden acorn, participants were automatically entered in to a free prize draw to win an incredible hamper of Ice Age themed goodies courtesy of 20th Century Fox.

If that weren't enough the shopping centre had also teamed up with Guildford's ODEON cinema for the day. The cinema's team was on hand to give away an incredible selection of film memorabilia in return for donations to MIND, the mental health charity, raising just under £100 for the cause – a great feat given that items were going for just 50p each!

Steve Cotney, Centre Manager of White Lion Walk, commented:

"Our Ice Age event with Sid the Sloth was a huge hit with shoppers and their families and it was wonderful to see the children so excited to meet our special guest. I hope that everyone who attended enjoyed themselves and it bought a touch of magic to their summer holidays."



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