



WHITE LION WALK

Guildford Town Centre Surprises Guaranteed

The shoe certainly did fit - Guildford Shopping Centre gives away hundreds of magical gifts to shoppers in time for Christmas



On Saturday 30th November, White Lion Walk Shopping Centre in Guildford in conjunction with the Yvonne Arnaud Theatre, rewarded shoppers in town with hundreds of free prizes with their special 'If the Shoe Fits' event.

Run in celebration of Guildford's pantomime *Cinderella*, the 'If the Shoe Fits' event saw the shopping centre give away over £1000 worth of prizes to those that spent £10 or more in any of the stores. With five pairs of shoes from Shoon given away plus jewellery from Gemma J, sweets from Stateside Candy, coffee from Starbucks and shopping vouchers for stores such as Next, Cargo, Swarovski and H.Samuel to name but a few, hundreds of shoppers were given the opportunity to pick a Cinderella character from a stunning array of sparkling shoe boxes to see what they could win in time for Christmas.

In addition to the prize giveaways, White Lion Walk hosted a fabulous Cinderella themed zone for younger shoppers who signed up to their Cub Club. The zone featured an arts and crafts workshop and Cinderella storytelling sessions. The centre also offered their Cub Club members the opportunity to take part in a special treasure hunt around White Lion Walk where they had to find the magical components that made up Cinderella's dress to be rewarded with a scrumptious treat from Millies Cookies.

Steve Cotney, Centre Manager at White Lion Walk, commented: "Our 'If the Shoe Fits' event was a great success. We pride ourselves on working closely with other businesses in the town and over the years the Yvonne Arnaud has produced some fantastic shows so it is always a pleasure to work with them on pantomimes like Cinderella. The Cub Club zone was really popular for the younger shoppers but our main delight was rewarding our loyal customers with some fantastic prizes just in time for Christmas."

White Lion Walk Shopping Centre
40 White Lion Walk, Guildford, Surrey GU1 3DW
Tel: +44 (0) 01483 506877 Fax: +44 (0) 01483 453829