



# WHITE LION WALK

**Guildford Town Centre Surprises Guaranteed**

## **Opening success for White Lion Walk's Monopoly: Guildford Edition pop up store**



With Monopoly's Guildford edition now officially launched and the game hitting the shops, White Lion Walk Shopping Centre is delighted to announce that their first dedicated pop up shop was a huge success. White Lion Walk's pop up store opened for the first time on Saturday 22<sup>nd</sup> October and the sales team was inundated with excited shoppers looking to purchase the game - almost selling out of their stock in just five hours!

The popularity of the Guildford game is undisputable with stores projecting that it will become one of the top selling Christmas gifts for the town's residents and visitors this year. White Lion Walk's sales were undoubtedly helped by their extra offering though - a FREE limited edition playing token of their mascot, Lionel the Lion, officially produced by Winning Moves, the UK developers of the game under license from Hasbro.

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

"We were overwhelmed by the popularity of our first pop up event, the feedback we received from everyone who purchased the game was just lovely. We have already placed a new order for more games from Hasbro ready for our next events later this year.

"We are genuinely proud to be one of the organisations that features in the MONOPOLY: Guildford edition game with our very own space, as well as our own Chance and Community Chest cards. Added to the fact we are the only known local business in the UK to have ever commissioned bespoke playing pieces is a huge coup for the centre."

**White Lion Walk Shopping Centre**

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