



WHITE LION WALK

Guildford Town Centre Surprises Guaranteed



White Lion Walk gives shoppers a 'blooming marvellous' gift for Mother's Day

On Saturday 14th March staff at White Lion Walk in Guildford handed out over 250 free bunches of tulips for shoppers to give to their mums ahead of Mothering Sunday the following day.

The giveaway was part of the shopping centre's new social media and online initiatives. To receive their free bouquet, shoppers simply had to sign up to White Lion Walk's e-newsletter or 'like' their Facebook page enabling them to keep up to date with future events and retailer offers.

Dawn Phelps from White Lion Walk, commented:

"We were delighted with how popular our Mother's Day giveaway was. Within just two hours we were out of flowers and everyone we spoke to seemed genuinely thrilled with their free gift and shocked that all they had to do was follow the centre's online news. It was wonderful to see everyone's reactions and I hope that all those Surrey mums that received their flowers on Sunday had a wonderful Mother's Day."

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