



WHITE LION WALK

Guildford Town Centre Surprises Guaranteed



White Lion Walk Shopping Centre shortlisted for prestigious awards

White Lion Walk Shopping Centre in Guildford is delighted to announce that it has been shortlisted for not one but two national awards.

Last year White Lion Walk transformed a standard sponsorship deal into something magnificent by added their own creative twist.

As a 'Gold partner' on the Limited Edition Guildford Monopoly board, White Lion Walk became the first company outside Disney to create their own bespoke token, immortalising the shopping centre's mascot Lionel the Lion.

The Centre is now being recognised for its outstanding initiative and has been shortlisted for the 2017 Purple Apple Awards and in the 2017 Solal Awards.

The Purple Apple awards recognises and rewards effective shopping and town centre marketing within the UK, while the Solal Marketing Awards brings together the very best of retail marketing across Europe and South Africa.

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

"We're thrilled to have been selected for the final round of these prestigious awards and I'm incredibly proud of the entire White Lion Walk team. Being shortlisted is a real honour as we are competing against some of the largest names and brands in the industry."

White Lion Walk Shopping Centre

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