



Press Releases
Braehead Shopping Centre
October 2007

Ladies Night – Breast Cancer Campaign 8th October

HUNDREDS of women had loads of fun at Braehead and at the same time raised money to help fund vital research into a cure for breast cancer.

They turned up at the shopping centre for a fund-raising ladies night last Thursday as part of Braehead's month of events supporting the Breast Cancer Campaign charity.

Clyde 1 presenter Suzie McGuire was on hand to present the evening of music, giveaways, competition prizes, make-up advice and free pampering. And two St Mirren players – David Van Zanten and Alan Reid – turned up to serve some food treats to the ladies.

Esther Sweeney - owner of E-Nails nail bar in the centre - offered to donate £100 to Breast Cancer Campaign if one of her staff ran round the mall showing off her bra. Diane Long, 41, duly obliged, but to save her blushes she first wore a white bra and then a pink one on top of her blouse.

Kathryn Mullaney, 22, from Ralston, in Paisley said: "This has been a brilliant night not only for the amount of money being raised for charity, but for raising the awareness of breast cancer.

"Everyone knows someone who has been affected by breast cancer and that's why it's such a worthwhile cause."

And 12-year-old Rachel Young, from Ferguslie Park, in Paisley added: "I think this is a great idea. Everybody's having a great time and they're raising money for charity."

Even two-year-old Carys Cummings got in on the act and donated money to Breast Cancer Care. Her mum, Michelle, from Old Inverkip Road, Greenock said: "It's very important to raise awareness of breast cancer and the ladies night at Braehead has certainly done that. We came here specially for the event and it's been brilliant."

Kim Tivendale, 18, from Bishopbriggs added: "This has been a great night with everyone having fun and helping raise money for a breast cancer charity."

Braehead's general manager, Peter Beagley said: "The ladies night was a huge success and there was a great atmosphere in the mall. Everyone had a great time and raised much-needed funds for Breast Cancer Campaign.

"Throughout October we've got different fund-raising events going on and together with our customers we can make a difference."

The shopping centre aims to raise thousands of pounds for a research project into new ways to diagnose and treat the disease being undertaken at Glasgow University and funded by the charity.

Braehead is collecting unwanted bras and for every one donated to the special bra box in the shopping centre during October, the centre will donate 50p to Breast Cancer Campaign. And once the bras have been collected, they will be given to the Breast Talk Appeal who sends them to charities in the UK and abroad.

Among other fundraising events being held at Braehead is a display of bra designs, by celebrities including TV personality, Lorraine Kelly, Still Game star, Ford Kiernan, broadcaster, Muriel Gray, TV weather girl Heather Reid, Deacon Blue drummer and TV sports presenter, Dougie Vipond and Suzie McGuire. Shoppers will be asked to enter a competition to match the bra design with the celebrity. Entry to the contest is a donation to Breast Cancer Campaign and



winners will receive copies of the signed celebrity artwork.

There is also the chance to pay tribute and show support to those affected by breast cancer by leaving a message on a giant bust in the centre.

For more information about Breast Cancer Campaign fundraising events at

Braehead log on to www.braehead.co.uk <<http://www.braehead.co.uk>

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Editorial note:

Breast cancer is the most common cancer and accounts for nearly one in three of all cancers in women. And one woman in nine will be diagnosed with breast cancer in her lifetime.

But due to increased awareness of the disease, a screening programme and research into breast cancer the five-year survival rates have improved significantly in the last 30 years.

Breast Cancer Campaign is the only charity that specialises in funding independent breast cancer research throughout the UK. Their research looks at improving diagnosis and treatment, better understanding how breast cancer develops and ultimately either curing the disease or preventing it.

Breast Cancer Campaign is a charity registered by the Charity Commission for England and Wales (no. 299758) and a company limited by guarantee registered in England (no. 05074725) whose registered office is at Clifton Centre, 110 Clifton Street, London, EC2A 4HT. For more information, contact their Press office on 0207 7749 4115 or press@breastcancercampaign.org

Peter Beagley in Pink Suit – BCC 11th October

THE boss at Braehead will wear a PINK suit to his work on Thursday in a bid to raise cash for a breast cancer charity.

Shopping centre general manager Peter Beagley, 43, is being sponsored for hundreds of pounds to wear the brightly-coloured outfit during a Wear It Pink Day as part of month-long series of fundraising events for Breast Cancer Campaign. Braehead aims to raise thousands of pounds for a research project into new ways to diagnose and treat the disease being undertaken at Glasgow University and funded by the charity.

Peter Beagley says: "No doubt I'll take a bit of ribbing for turning up to work in a pink suit when I'm usually attired in the more traditional and sober pinstripe business suit.

"But since Thursday is Wear It Pink Day and the rest of the staff will be dressed in that colour, I agreed to join in the fundraising by wearing a pink suit.

"I expect to raise hundreds of pounds in sponsorship from all the business associates of Braehead. If they want to have a laugh at me in a pink suit, then they'll have to pay for the privilege."

Breast Cancer Campaign senior events manager, Samantha Campbell said: "It's very brave of Peter to turn up for work in a pink suit. No doubt he will get a few strange looks, but good on him for getting into the spirit of the fundraising effort."

Shoppers at Braehead are paying tribute and showing support to those affected by breast cancer by leaving poignant messages on a giant bust in the centre.



The centre is also collecting unwanted bras and for every one donated to the special bra box in the shopping centre during October, the centre will donate 50p to Breast Cancer Campaign. And once the bras have been collected, they will be given to the Breast Talk Appeal who send them to charities in the UK and abroad. Among other fundraising events being held at Braehead is a display of bra designs, by celebrities including Still Game star, Ford Kiernan, broadcaster, Muriel Gray, TV weather girl Heather Reid, Deacon Blue drummer and TV sports presenter, Dougie Vipond and Clyde 1 radio DJ Suzie McGuire. Shoppers will be asked to enter a competition to match the bra design with the celebrity. Entry to the contest is a donation to Breast Cancer Campaign and winners will receive copies of the signed celebrity artwork. For more information about Breast Cancer Campaign fundraising events at Braehead log on to www.braehead.co.uk <<http://www.braehead.co.uk>> <<http://www.braehead.co.uk>> <<http://www.braehead.co.uk>> > .

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Harlem Globetrotters – 11th October 2007

The world-famous Harlem Globetrotters are coming to Braehead Arena.

And fans are being given the chance to get to the front of the after-match queue for autographs if they buy their tickets early for their game against the New York Nationals, on May 15, next year.

The Globetrotters are in their eighth decade of touring the world with their amazing brand of ball handling skills, and incredible high-flying, rim-rattling slam-dunking. The game at Braehead is part of their Magic As Ever 2008 world tour.

The team is presently training in New York preparing even more routines of basketball skills and wizardry.

Braehead Arena manager, Scott Martin said: "Anyone who buys their tickets before October 15 will not only get the chance to have the best seats in the house but they will be given priority access to an exclusive post-show autograph session with the stars of the Globetrotters."

Tickets – from £19 to £33 – are now available from Ticketmaster by calling 0870



444 6062 or online from www.braehead-arena.co.uk [<http://www.braehead-arena.co.uk>](http://www.braehead-arena.co.uk) .

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Disney's High School Musical – The Ice Tour 11th October

An extra date has been added to Disney's High School Musical The Ice Tour, at Braehead Arena after the first eight shows sold out. Tickets are now on sale for the extra show on January 23, 2008. The ice show version of the hugely popular Disney High School Musical movie now runs from January 23 to 27. Braehead Arena manager, Scott Martin said: "The response to this Disney High School Musical event has been fantastic and I've no doubt tickets for the extra show will also be quickly snapped up.

"Braehead Arena is fast becoming a favourite venue for promoters to bring shows and exhibitions of all kinds."

Tickets for the extra Disney High School Musical The Ice Tour show – priced from £10.50 to £32.50 - are available from Ticketmaster on 0870 444 6062; on the internet at www.braehead-arena.co.uk [<http://www.braehead-arena.co.uk>](http://www.braehead-arena.co.uk) or at Braehead's skating rink office, everyday between noon to 5pm.

October Week Activities – 12th October 2007

A SCHOOL holiday week of fun is in store for youngsters at Braehead and it's all FREE .

The shopping centre is putting on a host of activities and entertainment for kids at its central atrium.

They include face painting on Monday, October 15 between noon and 6pm; Build a Bear Party, on Tuesday, October 16; the Singing Children of Africa Choir will be performing the following day from 10.30am; an Arts and Crafts Workshop between noon and 4pm on Thursday, October 18 and the Sugar Magazine Roadshow on Friday, October 19, between 1pm and 3pm.

Braehead's general manager, Peter Beagley said: "Braehead will be a fun place during the school holiday week.

"We're more than just a shopping centre and we always make sure the youngsters are catered for with activities and entertainment." For more information on the activities visit www.braehead.co.uk or call 0141 885 4600.

Christmas Trading – 15th October

Jocelin Carstairs gives a timely reminder that shoppers will have until midnight to buy their Christmas presents at Braehead.

The shopping centre, near Glasgow has just announced it will be opening until midnight in the run-up to Christmas.

Braehead will open from 9am until midnight on weekdays and 9am until 8pm at weekends from December 10 to 23.

And Jocelin, 18, from Inchinnan, Renfrewshire who works as a shop assistant in the Early Learning Centre, is gearing up for a busy run-up to the festive season.



Braehead's general manager, Peter Beagley said: "We opened until midnight for the first time last year and it was a great success.

"The late opening was very popular with shoppers as it gave people flexibility to do their Christmas shopping when it most suited them. This was borne out by the fact that we witnessed a big increase in visitors to Braehead during the run-up to Christmas.

"We're making it as easy as possible for people to do their Christmas shopping as the majority of the stores at Braehead will be open until midnight."

Full details of the opening hours in November and December will be available on the Braehead website at www.braehead.co.uk <<http://www.braehead.co.uk>> .

Breast Cancer Campaign and St. Mirren – 19th October 2007

ST MIRREN fans are being urged to dig deep and donate money to the Breast Cancer Campaign charity before today's game against Gretna, at Love Street. Saints have teamed up with Braehead - the club's main sponsors - to stage a bucket collection outside the ground as fans head for the turnstiles.

And as a sign of their support for the Breast Cancer Campaign fundraising at Braehead, St Mirren players will wear a pink ribbon on their tops during their warm up before the SPL game.

Braehead's general manager, Peter Beagley said: "Saints fans are well-known for their generosity and many a successful bucket collection has been staged at Love Street.

"I hope this collection for Breast Cancer Campaign will be no different and we will raise hundreds of pounds before the game for a really good cause.

"Almost everyone knows someone who has been affected by this terrible disease. So, before Saints fans get inside the ground to support their team, I'd urge them to make a donation and give some support to our Breast Cancer Campaign collection."

The shopping centre aims to raise thousands of pounds during October with a series of fundraising events. All the money raised will go towards a research project into new ways to diagnose and treat the disease being undertaken at Glasgow University and funded by Breast Cancer Campaign.

Braehead is also collecting unwanted bras and for every one donated to the special bra box in the shopping centre this month, the centre will donate 50p to Breast Cancer Campaign. And once the bras have been collected, they will be given to charities in the UK and abroad.

Among other fundraising events being held at Braehead is a display of bra designs, by celebrities including Still Game star, Ford Kiernan, broadcaster, Muriel Gray, TV weather girl Heather Reid, Deacon Blue drummer and TV sports presenter, Dougie Vipond and Clyde 1 DJ, Suzie McGuire.

Shoppers will be asked to enter a competition to match the bra design with the celebrity. Entry to the contest is a donation to Breast Cancer Campaign and winners will receive copies of the signed celebrity artwork.

There is also the chance to pay tribute and show support to those affected by breast cancer by leaving a message on a giant bust in the centre.

For more information about Breast Cancer Campaign fundraising events at Braehead log on to www.braehead.co.uk .

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Traffic Improvement release – 22nd October 2007

NEW traffic lights at Braehead automatically adjust the length of time they stay at green depending on how many cars are waiting to go through the junction. And this latest traffic management technology – known as the SCOOT system - means drivers will find it quicker getting in and out of the shopping and leisure centre.

Sensors that can measure how many cars are queuing at a junction are embedded in the road and linked to the computer controlling the sequence of the traffic lights.

The more cars there are waiting at a particular junction, the longer the lights will stay at green clearing the queuing cars quicker than at the previous roundabouts. Traffic and roads expert David Thaw, of consultant engineers, Dougall Baillie Associates said: "These new traffic lights should make a big difference for drivers and remove long queues and delays in and out of Braehead.

"This latest technology counts the cars and where they are before automatically adjusting the timings of the traffic lights to alleviate any queuing problems."

Braehead general manager, Peter Beagley said: "We put a lot of effort and investment into making sure visitors to Braehead can get in and out as easily and quickly as possible.

"These new traffic lights should cut the amount of time people previously had to wait at the old roundabouts and traffic should now flow a lot easier."

Traffic coming from the west to Braehead would have used the Howden's roundabout after coming off the M8 and drivers would have used the Terminal roundabout - between the shopping centre's red and green car parks - if they came off the motorway from the east.

BCC – CeleBRAty competition – 25th October 2007

With pix of all ten bra designs and pic of Braehead marketing assistant, Nicola Noble at the Braehead bra design display.

SCOTS celebrities aren't just playing any old supporting role helping Braehead raise cash for a breast cancer charity.

They've each designed a bra as part of competition in which shoppers have to guess which bra design belongs to which celebrity.

Entry to the competition to win the celebrities' autographed bra artwork is a donation to Breast Cancer Campaign

Braehead have been staging a series of fundraising events to raise thousands of pounds for a research project into new ways to diagnose and treat the disease being undertaken at Glasgow University and funded by the charity.

Among the ten celebrities who have designed a bra are Still Game funnyman Ford Kiernan; BBC forecaster, Heather 'The Weather' Reid; Deacon Blue drummer and television sports frontman, Dougie Vipond, TV presenter Muriel Gray and radio DJs Suzie McGuire and Heather Suttie.

Braehead's general manager, Peter Beagley said: "The bra designs are on display in the upper mall and everyone has been having great fun trying to guess which celebrity designed which bra.

"But there's a serious side to all this as well because we're fundraising for a very important charity trying to find new ways to diagnose and cure breast cancer."

Braehead is also collecting unwanted bras and for every one donated to the special bra box in the shopping centre during October, the centre will donate 50p



to Breast Cancer Campaign.

There is also the chance to pay tribute and show support to those affected by breast cancer by leaving a message on a giant bust in the centre.

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Editorial note: Full list of celebrity bra designers – Kevin Keegan; Suzie McGuire; Muriel Gray; Heather Suttie; Dougie Vipond; Ford Kiernan; Will Haining; Renfrewshire Provost Celia Lawson; Shari Low and Heather Reid.

Braehead Christmas Lights Switch On – 25th October 2007

SANTA'S arrival to switch on the Christmas lights at Braehead will be celebrated in traditional style this year.

According to Braehead's general manager, Peter Beagley, the shopping centre will "give shoppers the type of Christmas celebrations they all love and remember".

Minutes before the Christmas lights are switched on at 6pm on Thursday, November 1, Santa Claus will make his entrance through the mall with a parade of carol singers.

And right on 6pm, the spectacular Christmas lights display will be switched on by Santa, helped by Renfrewshire Provost Celia Lawson and Braehead's very own red-nosed reindeer, Braedolph.

Shoppers will be given free **alcohol-free** mulled wine and mince pies along with Santa hats and sweets for the kids as an early Christmas present. And in the hours leading up to Santa's big arrival and the lights switch-on, there will be free face painting and entertainment from a reindeer on stilts, juggler, balloon modeller, clown and caricaturist. As well as entertainment provided by popular Radio Clyde DJ George Bowie there will be free ice skating between 7pm and 8pm on November 1 and there is a two-for-one offer all day at the Braehead playgroup.

In keeping with the true spirit of Christmas, Braehead will have a nativity scene built in the mall.

Peter Beagley said: "This year we're going to be a bit more traditional in our festivities and we are going to give shoppers the type of Christmas celebrations they all love and remember.

"The youngsters will also enjoy what we've got planned, because we're making sure Santa arrives for the Christmas lights switch on with some considerable style.

"And as everyone knows, Christmas hasn't started until Santa arrives at Braehead."

The day after the lights switch on, some hi-tech wizardry means youngsters can see themselves flying round the world with Santa as one of his helpers when they visit him in his grotto, which is open until Christmas Eve.

Peter added: "Sure, we're going for a tradition Christmas celebration, but we've allowed one bit of modern technology providing some virtual reality in Santa's grotto and the kids will love it."

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Recycling this Halloween – 29th October

SHOPPERS are being urged to go green this Halloween.

Braehead is hosting a display by the Waste and Resources Action Programme (WRAP) encouraging home composting using domestic waste on Saturday and Sunday, October 27 and 28. There will also be kids activities on promoting the environment.

Braehead's general manager, Peter Beagley said: "Recycling is one of the easiest ways we



can do our bit to preserve the environment.

"Braehead is committed to doing all we can to protect our environment. Recycling is one way of doing that and a lot of the waste from the shopping centre is recycled and this amount is increasing.

"I would urge everyone to come along to Braehead and find out what they can do to help save the environment."