



HELP MAKE CHRISTMAS A MAGICAL TIME FOR ALL

Lakeside Shopping Centre is calling on shoppers to help make a difference and support this year's 'Operation Christmas Child' appeal. Set up by The Samaritans, the campaign provides Christmas gifts to children whose lives have been devastated by war and disaster across Eastern and Central Europe.

For the past eight years, big-hearted shoppers at Lakeside have got into the true festive spirit by generously donating hundreds of gift-filled shoeboxes, all with the aim of bringing joy to children in need over Christmas.

Packing your shoe-box is simple; choose whether you want to send your gifts to a girl or a boy (aged between 2-4 years, 5-9 years and 10-14 years), and then fill it with a selection of appropriate treats such as toys, educational supplies like pens and puzzle books, sweets (sell-by date to be at least March 2008) or even hygiene items like toothpaste and hair clips. Once you've packed your shoe-box, simply drop it off at Lakeside's Customer Service desks on Level 1 and 2. **You must deliver your box to Lakeside between the 4th -20th of November 2007.**

Sheridan Smith, Marketing Manager at Lakeside, says; "Operation Christmas Child is as important now as it has ever been and I'm delighted that Lakeside is supporting this great cause again. It sends a message of hope to children around the world, so start packing your shoebox today!"

For more information or to order materials please visit ww.samaritanspurse.uk.com or call 0870 011 2002 or 01993 770 652.

-Ends-

For further information or images please contact:

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Lakeside information:

- Lakeside is open from 10am 'til 10pm weekdays, Saturday 9am – 9pm and Sunday 11am – 5pm
- The Boardwalk is a new leisure area at Lakeside Shopping Centre bringing you a host of restaurants, plus a revolutionary new concept Vue cinema
- Lakeside Shopping Centre and the adjoining Retail Park form one of the largest shopping areas in Europe
- Over 20% of the UK population live within a one hour drive of Lakeside.