



## **Metrocentre Supporting The Community**

**This October, MetroCentre along with a further ten Centres owned by Capital Shopping Centres PLC (CSC) committed to a month long programme of innovative events and marketing initiatives to support Breast Cancer Awareness.**

Having high quality shopping centres across the UK has enabled CSC to team up with national charity, Breast Cancer Campaign, to run a nationwide CSR programme. Marketing Managers from MetroCentre, Eldon Square, Lakeside, Braehead, Chapelfield, The Chimes, The Glades, The Harlequin, The Potteries and Victoria Centre coordinated bespoke in-centre activities and promotions to appeal to their demographic of shoppers.

Kay Chaldecott, Managing Director of CSC commented: “Working with Breast Cancer Campaign has enabled us to run a national programme across ten shopping centres, whilst still ensuring that monies raised go back into each centre’s local community by supporting projects at key regional research institutes funded by the charity.

“As well as raising vital money to support Breast Cancer research, our objective has been to offer a fantastic shopping experience for our customers through a dedicated programme of fundraising events supporting a worthy cause that our shoppers and staff are extremely passionate about.”

Activities at MetroCentre included exclusive 'Ladies Nights', 'Wear It Pink Days', the sale of pink candy floss and fundraising during the Centre's 21st birthday celebrations.

Key highlights included a 'Bra Amnesty', which ran across all centres and was central to fundraising efforts. MetroCentre's Santa provided an early Christmas present for the Charity by presenting over 600 bras donated by shoppers and Curves of Cullercoats who encouraged their members to help support the campaign.

To date across the ten Centres, more than 5,000 bras have been collected and this, along with other fundraising events, has raised over £30,000 for Breast Cancer Awareness month to date.

Breast Cancer Campaign is currently funding around £1.1m worth of research in Scotland and the North East including two projects at Newcastle University. Funds raised by MetroCentre shoppers, amounting to over £3,500, will go directly to a project being run by Dr Barbara Durkacz which is testing how a new drug developed in Newcastle works in breast cancer cells and will provide further information needed to move this drug forward to benefit patients.

Samantha Campbell, Senior Events Manager at Breast Cancer Campaign says: "We would like to thank Capital Shopping Centres for their support during Breast Cancer Awareness Month. Their fantastic efforts will help us to continue researching the cure for breast cancer."

**ENDS**

## **NOTES TO EDITORS**

### **Photos and captions attached**

**Capital Shopping Centres** has interests in 14 UK regional shopping centres amounting to 12.4 million sq ft in aggregate including eight of the UK's top 21

regional shopping centres with a market value of £6.3billion at 30 June 2007. CSC's largest centres are Lakeside, Thurrock; MetroCentre, Gateshead; Braehead, Renfrew, Glasgow; The Harlequin, Watford; and Manchester Arndale. CSC has three major development projects underway or with planning permission in Cardiff, Oxford and Newcastle.

**Liberty International PLC** is one of the UK's largest listed property companies and a constituent of the FTSE 100 Index of the UK's leading listed companies. Liberty International converted to a UK Real Estate Investment Trust (REIT) on 1 January 2007.

Liberty International owns 100 per cent of Capital Shopping Centres, the premier UK regional shopping centre business, and of Capital & Counties, a retail and commercial property investment and development company.

At 30 June 2007, Liberty International held £8.2billion of total properties of which UK regional shopping centres comprised 78 per cent and retail property in aggregate 93 per cent. Assets of the group under control or joint control amounted to £10.8 billion at that date. Shareholder' funds (diluted, adjusted) amounted to £5.2 billion.

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**Caption:** MetroCentre's Santa delivers an early Christmas present of over 600 bras to Breast Cancer Campaign.

**Caption:** Pink Fireworks marked Breast Cancer Awareness month during MetroCentre's 21st birthday celebrations this October.