

# PRESS RELEASE

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**December 2018**

## **GET FESTIVE WITH THE MARLOWES' ADVENT OF EVENTS**

The Marlowes Shopping Centre in Hemel Hempstead has announced its plans for an exciting, fun-packed lead up to Christmas. The overall theme is 'Advent of Events', with different activities planned over the twenty-four days. From story time with Santa on the weekends to various craft workshops and toy testing hosted by The Entertainer store, The Marlowes' Advent of Events is sure to get both children and adults in the Christmas spirit.

These free fun-filled activities will be offered by a variety of local charities. As a shopping centre invested in the local community, The Marlowes is hosting these events not only to entertain shoppers but in order to help local charities during a tough time of year by assisting them in publicising their important messages.

On Monday 3<sup>rd</sup> December, shoppers can take selfies at [Dacorum Mencap's](#) photo booth while picking up fun colouring books for children and learning about the charity's important work. On Wednesday 5<sup>th</sup> December, [The Box Moor Trust](#) is running a craft session to demonstrate the exciting objects and gifts that can be made using recyclable materials.

Vince Williams, Centre Manager at The Marlowes has said: *'We're extremely excited to begin our Advent of Events this Christmas time and are looking forward to offering the community a great opportunity to celebrate the advent period with us. Supporting local charities is extremely important to us and we're excited to welcome them to The Marlowes to learn more about their important causes whilst enjoying their charming events and activities'*

*We're also extending our 'Advent of Events' theme to our social media where we'll be giving away a prize every day from 1<sup>st</sup>-24<sup>th</sup> of December.'*

[Radio Dacorum](#) will also be broadcasting live from The Marlowes on Thursday 13<sup>th</sup> December, bringing festive cheer and fun to brighten the day of the Marlowes' shoppers.

Following in The Box Moor Trust's footsteps, there will be more exciting craft workshops being held over the advent period. On Friday 14<sup>th</sup> December, [The Pepper Foundation](#), a charity which funds the hospice at home children's nursing team managed by [Rennie Grove Hospice Care](#), is running a fun day with pupils from Sir John Lawes School as part of the Dragon's

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Apprentice Challenge. This event will include face painting and a delightful make your own Christmas card workshop. Similarly, on Wednesday 19<sup>th</sup> December, shoppers can make Christmas tree decorations with [Druglink](#), who aim to make a positive impact on the lives of those affected by substance misuse.

Alongside hosting these exciting charity-led events, every weekend The Marlowes will play host to Father Christmas who will be offering story time and photo opportunities.

Finally, on Christmas Eve, visitors to The Marlowes can follow Father Christmas on his sleigh as he starts to make deliveries, through a unique and exciting VR experience. Children will have the opportunity to sit in Santa's sleigh for a completely immersive and magical 'Night before Christmas' experience.

There's a huge offering at The Marlowes this Christmas, ideal for celebrating the festive period. Head to their website to find out more about all of their Christmas events: <https://www.themarlowes.co.uk/events/>

- ENDS -

**For more information or to arrange an interview, please contact Tabitha Ives – [tabitha@bigcatagency.com](mailto:tabitha@bigcatagency.com) / 0121 200 0910**

### **About Capital & Regional**

Capital & Regional is a UK focused specialist property REIT with a strong track record of delivering significant value enhancing retail and leisure asset management opportunities across its c. £1 billion portfolio of in-town, dominant community shopping centres.

Capital & Regional owns seven shopping centres in Blackburn, Hemel Hempstead, Ilford, Luton, Maidstone, Walthamstow and Wood Green. It also has a 20% joint venture interest in the Kingfisher Centre in Redditch.

Capital & Regional manages these assets, which comprise approximately 820 retail units and attract c. 1.7 million shopping visits each week, through its in-house expert property and asset management platform.

For further information see [www.capreg.com](http://www.capreg.com)

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## **About The Marlowes Shopping Centre**

The Marlowes is Hemel Hempstead's prime retail destination.

The shopping quarter is located in the heart of the town, with excellent links to the M1 and M25 and within close proximity to the train and bus stations. It comprises over 100 retail units across The Marlowes Shopping Centre and adjacent buildings on Marlowes Street. Stores include Marks & Spencer, Wilko, River Island, New Look, JD, The Perfume Shop, Ernest Jones and The Entertainer.

Capital & Regional owns and manages The Marlowes Shopping Centre, Fareham House and Edmonds Parade. The company acquired the assets for £53.8 million in 2016.

