

## PRESS RELEASE

**September 2018**

### **SAURING THROUGH TIME WITH THE MARLOWES DINO-DISCOVERY EXPERIENCE**



The Marlowes Shopping Centre in Hemel Hempstead has welcomed three new prehistoric residents to centre court which will be staying for 7 exciting weeks to entertain and educate shoppers on dinosaurs.

The three life-size dinosaurs making up The Marlowes brand new 'Dino-Discovery' attraction have been installed as an educational and fun opportunity for families over the coming weeks. With them, the dinosaurs have brought in a host of other activities such as competitions, a Dino-Trail where families can search the centre for dinosaur footprints in the hope of cracking a code and winning a £25 prize, as well as a Selfie Spot competition which will reward the best dinosaur selfie with a £50 voucher.

Every Saturday from 11am-4pm, an excavation team will be teaching children about dinosaur bones, giving them the chance to learn about important historical artefacts whilst getting to uncover realistic dinosaur bones in an archaeological environment.

Vince Williams, Centre Manager at The Marlowes said: *'We're very impressed with the impact Dino-Discovery has had on our customers here at The Marlowes. The life-size dinosaurs and their immersive surrounding environment have received a great deal of positive feedback and we're thrilled to be adding a fun but also educational activity to the centre for the 7 weeks our dinosaur friends are with us.'*

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*'Dino-Discovery, alongside our brand new family facilities, is a fantastic introduction to what we have planned at The Marlowes for our future development; to expand our leisure orientated offering. We're thrilled that so many children and families have taken part in our Dino-Trail and Selfie Spot competitions and are very much looking forward to seeing more dinosaur inspired smiles on the faces of Hemel's children and adults alike!'*

After The Marlowes successful summer activities including the highly unique, interactive Leaping Lagoon experience and the Hemel Summer Festival, Dino-Discovery is showing that family fun is a year round priority for The Marlowes. So far, Dino-Discovery has been received incredibly well by shoppers visiting the centre. The attraction has gained much interest on social media and showcases the effectiveness of The Marlowes' plans to expand its family offering, turning the centre into a recreational destination as well as a shopping centre.

To find out more about Dino-Discovery, head to The Marlowes website:

<https://www.themarlowes.co.uk/events/2018/discover-the-land-of-the-dinosaurs/>

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**For more information or to arrange an interview, please contact Emily Hickey-Mason – [emily@bigcatagency.com](mailto:emily@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)

### **About The Marlowes Shopping Centre**

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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.

