

PRESS RELEASE: CROSSGATES SHOPPING CENTRE

20th May 2015

GET SNAP HAPPY FOR CROSSGATES SHOPPING CENTRE!

From Monday 18th May to Thursday 18th June it's **National Smile Month**, the aim of which is to raise awareness of good oral health and encourage people to smile.

Crossgates Shopping Centre is supporting National Smile Month via an online **Happy Snaps** picture competition. Whether it's a pampered pet, cherished child or a lovely landscape, the centre wants you to submit the photos that help turn your frown upside down.

Simply send your happy snaps to the centre's Facebook page ([facebook.com/yourcrossgates](https://www.facebook.com/yourcrossgates)) or Twitter ([@crossgatessc](https://twitter.com/crossgatessc)) with the hashtag **#whatmakesmesmile** before Thursday 11th June. All pictures will then be uploaded to Crossgates' Facebook page where the photo voted the most smile-inducing will **win £100!**

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter OBE, said: ***"I'm delighted that Crossgates Shopping Centre has joined the thousands of organisations in engaging with National Smile Month. It is a great reflection of local community spirit. For more information about this awareness month you can visit our website www.smilemonth.org."***

Sophie Stephenson, Crossgates' Deputy Centre Manager, added: ***“We’re looking forward to seeing what makes our social media followers smile during National Smile Month. Keeping our customers happy is of prime importance to us and by offering them a chance to share photos of their lives and loved ones; we hope to engage even further with the local community. The £100 prize should also encourage one lucky winner to grin from ear to ear!”***

For more information about Crossgates Shopping Centre, visit their **website** or follow them on **Facebook** and **Twitter**.

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Note to Editors

Located in the heart of Leeds, Crossgates Shopping Centre comprises of over 60 shops, services and eateries all under one roof. From fashion to home furnishings and electronics to eateries, Crossgates is the perfect place for retail convenience.

Further information about the centre can be found on Crossgates' website:

www.crossgatesshopping.co.uk

Or follow the centre on Facebook: www.facebook.com/yourcrossgates

Or follow the centre on Twitter: www.twitter.com/CrossgatesSC

Contacts

For further information about this event, or Crossgates Shopping Centre, contact:

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