

## **PRESS RELEASE: CROSSGATES SHOPPING CENTRE**

**31<sup>st</sup> October 2016**

### **Spooktacular Success at Crossgates!**

Halloween has grown in popularity in the UK, with shoppers spending over £450m as the creepy celebration becomes the second biggest party night after New Year's Eve.

Costumes based on the Mexican Day of the Dead, zombies, the grim reaper and the film Ghostbusters were the most popular dress up options this year, with many spooky spectacles seen on the streets of Leeds. And with plenty of ghoulish goodies adorning Crossgates' shelves, there was no shortage of ways to put the frighteners on friends and family!

### **Halloween High Jinks**

To ensure everyone had one hell of a Halloween, Crossgates invited people to enjoy some spirited skullduggery, freaky frolics and ghostly goings on Thursday 27<sup>th</sup> October.

There was a **Gruesome Graveyard** located in the centre where visitors could be transformed into marvellous monsters and wicked witches with the help of the

centre's **Fiendish Face Painters** and **Devilish Dress Up Crew**. Little devils could then embark on a pumpkin hunt around the shopping centre to win prizes. A **Sinister Selfie Booth** took photos of everyone in their freakish finery for participants to take home and keep. These have also been uploaded to the shopping centre's Facebook page where followers can vote for their favourite to win a spell-binding £50! The competition closes on Friday 4<sup>th</sup> November at 5pm.

Shoppers took to Crossgates' Facebook page to express their enjoyment of the day:

***"Another resounding success! Thank you Crossgates."*** – Tracy Kitchen

***"Well done Crossgates. My three monsters had a fab time!"*** – Anastasia Green

***"A huge thank you to everyone involved in the activities. My kids loved it."***

– Ruth Leighton

Matthew Middleton, Crossgates' Centre Manager, says: ***"We were delighted to host an exciting event this spooky season and to give our customers the chance to have a day filled with tricks and treats! The day was a resounding success and saw hundreds of families taking part. We look forward to hosting more events and spectacular shows at Crossgates over the forthcoming months and will be offering shoppers further chances to win prizes and shopping vouchers."***

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

*(ends)*

### **Note to Editors**

***Located in the heart of Leeds, Crossgates Shopping Centre comprises 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](http://www.crossgatesshopping.co.uk)***

***Or follow the centre on Facebook: [www.facebook.com/yourcrossgates](http://www.facebook.com/yourcrossgates)***

***Or follow the centre on Twitter: [www.twitter.com/CrossgatesSC](http://www.twitter.com/CrossgatesSC)***

### **Contacts**

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