

Closer to You



LOVE SHOPPING... LOVE MAIN SQUARE!

ISSUE TWO

SUMMER 2004



Hello again!

Welcome to our second issue of 'Closer to You' – the Main Square newsletter that aims to help us get Closer to You, our customers.

Hopefully you will remember seeing our first newsletter which came out back in February. We had a fantastic response to our TONI&GUY and Thorntons competitions and you can find out who won those inside. Our Costa Coffee upgrade vouchers were also very popular, so we have teamed up with Bonny's Coffee here at Main Square for this Summer issue to bring you some more great offers.

As promised in the last issue, we are running a competition in conjunction with the Early Learning Centre to find out why you Love Main Square. We will then be featuring some of the best reasons in our next newsletter – and giving the winner a chance to take part in our advertising campaign later in the year.

In this Issue

Our Summer issue is supported by Dixons, Bonny's Coffee, Faith, Alcatraz, JJB Sports, the Early Learning Centre, Woolworths and Army & Navy. There are lots more great competitions to enter and prizes to be won, including a chance to win replica away strip England Shirts in time for Euro 2004 - and a fantastic digital camera in our new Photo Competition.

So read on - and remind yourself of all the reasons why you Love Main Square this Summer!

Tell us why you Love Main Square!

In our last issue, we promised that we would give you the opportunity to feature in our Autumn advertising campaign, telling people why you Love Main Square. And we decided that there was no-one better to give us a really honest answer than children!

So, what we want you to do is to get your kids to tell us, in no more than 30 words, why they Love Main Square. We'll feature a selection of the best answers in our next newsletter and the winner will be asked to take part in our Halowe'en advertising campaign. We'll dress them up in a hallowe'en costume, take their picture and then turn them into one of our cool 'big headed' people like all the other ones we use!

As an added incentive for your kids, we've asked the Early Learning Centre here at Main Square to help us with this competition – and so there's an ELC Rally Racer paddling pool on offer as well for the winning entry!



WIN
AN ELC RALLY RACER
PADDLING POOL

WIN
THE CHANCE TO
APPEAR AS A 'BIGHEAD'
IN OUR HALLOWE'EN
ADVERTISING
CAMPAIGN!



Main Square and the Early Learning Centre, giving your kids a chance to bounce the Summer away – and then be big-headed and famous too!

Closing date
Friday 23rd July
2004. Max age
12 years.

Name _____

Address _____

Postcode _____ Age _____

Phone Number _____

Email Address _____

I Love Main Square because... (in no more than 30 words) _____

Coffee and cyberspace!

After the success of our coffee upgrade promotion in the last issue of Closer to You, we decided to run something similar for you again – but this time with the added appeal of free Internet access! Simply take the vouchers on the back page into Bonny's Coffee at Princess Way* or Obelisk Way before the end of June, to get your hands on a half price frappé and some free Internet access.



*half price frappé voucher only

HALF PRICE
FRAPPÉ AND FREE
INTERNET ACCESS



CONTINUED ON BACK PAGE...

Opening times:
Monday to Saturday
9.00am - 5.30pm

Sunday
10.30am - 4.30pm

www.mainsquare.co.uk



M A I N



S Q U A R E
O F C A M B E R L E Y

OPEN 7 DAYS A WEEK ♥ DISABLED ACCESS

Competition

Dine out on us!

How better for us to get Closer to You than by offering you a chance to dine out on us this Summer. You can win a meal for two with wine at Alcatraz Brasserie to the value of £60, by simply completing our Italian food-themed wordsearch (it's harder than you think!) and then placing your entry in the post box in Town Square before Friday 23rd July.

Alcatraz is our contemporary Italian restaurant here at Main Square, with modern cuisine and a superb selection of Italian wines which they import directly. And this Summer they are also running a special Lunch Promotion on Mondays to Fridays from 12 noon until 3pm, where you can choose any pizza or pasta dish from their menu for just £6.95.

So whether it's a leisurely 'ladies who lunch' or a quick bite to eat between meetings, Alcatraz has just what you need - and don't forget to bring your competition entry with you at the same time!

WIN
A £60 MEAL
FOR TWO
WITH WINE



Can you find all of these words?

They could be vertical, horizontal, diagonal, forwards or backwards.

AMARETTO
BAROLO
CALZONE
CHIANTI
CAPPUCCINO
ESPRESSO
FRASCATI
FRUTTI DE MARE
FUMAIO
GAMBERI IMPANATI
INSALATA PAZZA
ITALIANO MODERNO
PATATINE FRITTE
PERONI
PROSECCO
RIGOLETTA
SCAMPI JONICA
STINCOTTO
TARTUFO
ZUCCOTTO

P	Q	I	T	A	C	S	A	R	F	J	O	Z	S	D	F	Q
B	O	I	F	I	C	O	N	I	C	C	U	P	P	A	C	
C	T	R	T	T	N	A	P	R	O	S	G	C	D	S	I	C
P	T	S	C	A	L	Z	O	N	E	D	R	C	G	A	N	H
R	O	X	S	L	N	M	Y	T	D	S	A	O	J	P	S	I
O	C	M	D	I	S	A	M	A	R	E	T	T	O	F	A	A
S	N	U	G	A	A	F	P	B	V	N	O	T	L	R	L	B
E	I	F	H	N	L	G	N	M	O	D	R	O	X	U	A	H
C	T	G	U	O	A	I	Y	R	I	G	O	L	E	T	T	A
C	S	C	A	M	P	I	J	O	N	I	C	A	Y	T	A	P
O	U	H	Y	O	A	P	R	D	O	O	R	D	H	I	P	O
F	P	I	J	D	F	I	T	S	R	R	P	E	R	D	A	L
U	F	A	D	E	R	A	O	Y	E	E	G	F	B	E	Z	S
T	A	N	W	R	A	W	L	T	P	P	J	K	F	M	Z	C
R	Z	T	R	N	E	S	P	R	E	S	S	O	Y	A	A	M
A	C	I	S	O	L	O	R	A	B	F	D	J	Z	R	F	G
T	P	A	T	A	T	I	N	E	F	R	I	T	T	E	Q	I

Name

Address

Postcode

Phone Number

Email Address

Bring your completed entry to Main Square Shopping Centre and place it in the post box in Town Square by Friday 23rd July.

WIN

See yourself in print – and win £100 worth of Woolworths vouchers as well!

In our first issue we invited you to write us a 500 word article on any shopping-related subject and we promised to feature the one we liked best in the next issue of Closer to You. We'd like to get even more articles to choose from for our next issue and so we decided to offer a prize for the writer of the article we publish next time.

As this article was inspired by some research done by Woolworths which our reader found in the Daily Mail, we decided to ask Woolworths to be our first Guest Article sponsor! And as we're heading for Summer we thought it would be great to make 'Summer Fun' the theme of our next article – fact or fiction, we really don't mind! If you pay a visit to Woolworths at Main Square this Summer you should get plenty of inspiration, with their huge range of patio furniture, picnic sets, sports equipment, children's toys, camping gear, barbecues and equipment, paddling pools and garden accessories.

So, sharpen your pencil or flex your keyboard fingers and start writing. There's £100 worth of vouchers to be won which you can spend on anything you like in the store! Email your article to us at management@mainsquare.co.uk or place it in the post box in Town Square. And don't forget to include your name, address, postcode and phone number!

WOOLWORTHS



Our First 'Closer to You' Prize-winners!

We're chuffed to bits to be able to introduce you to our first two competition winners. In the last issue we ran an Easter wordsearch competition with Thorntons and a hair-care competition with TONI&GUY. We had loads of entries for both competitions, which gave us quite a hard job when it came to choosing the winner of the TONI&GUY one especially, as it was decided on a 15 word tie-breaker. In fact, the entries were so good that we eventually decided to award a runner up prize as well!

Thorntons
the Art of the Chocolatier

Jennifer Wrapson of Camberley won this scrumptious personalised Thorntons Easter Egg – the biggest one in the shop!



STOP PRESS!!

Shopping is good for your health...

I used to hate being accused of being a shopaholic. It carries the label of someone who spends their free time shopping for the sake of it, gaining only a huge credit card bill and a mountain of needless purchases. In reality, I believe most of us make considered choices and spend wisely when out shopping, even if we do make it our second home!

A trip to the shops can definitely be a form of relaxation and now, thanks to a study commissioned by Woolworths and featured recently in the Daily Mail - it is found that shopping sprees can also be positively good for your health. Excellent news indeed! Whilst trawling stores laden with bags (bulging with only essential purchases of course) we are in fact walking nearly three miles and burning up an estimated 193 calories per trip. Over a year this amounts to 133 miles, which is equivalent to walking from London to Nottingham!

The British Heart Foundation has thrown more weight to the study by reporting that walking, whilst shopping, contributes to half of the daily recommended amount of steps required to maintain a healthier body. What's more, the study found that the really serious shoppers don't even take breaks for coffee or lunch - so the more they spend, presumably the fitter they get. Was there ever a better justification to shop?

From my own experience however, I figure that most people do tend to schedule a pit-stop for lunch, especially if they are not alone. In fact, spending time in shopping centres is

seen as a leisure activity, with 20% of us regularly allocating a whole day to retail therapy, especially when shopping with friends. Further evidence suggests that when we are with a friend, three quarters of us shop longer, so in my view retail therapy with your best mate offers total rehabilitation whenever you're feeling low and need a workout!

I'm convinced that retail therapy is definitely conducive to women's good health – even if our purchases are sometimes of the 'non-essential' variety. I recently heard a male comedian say "I'm in touch with my feminine side. I bought a pair of shoes I didn't need" - which I think sums up us female shoppers pretty accurately! I too have to admit that the deepest part of my wardrobe hides shoes that still have the price label on, but the exercise I acquired through purchasing them was undoubtedly worth it. So now I'm happy to be labelled a shopaholic, it's an altogether healing experience!

Debbie Sidwell



Events at Main Square!

We have many special events coming up throughout 2004, just some of which are listed here. Any other events – and further details on the ones listed here, will be found on our new look website at www.mainsquare.co.uk and in your local newspaper. So make sure you keep an eye on both to guarantee that you don't miss out on anything!



Summer Events

31st May to 4th June

Half Term - Children's entertainment. Details to be announced.

5th June

Fuzion Bridals wedding fashion show.

4th and 5th September

Main Square plays host to the annual 'Famous for 5 Minutes' auditions to find top local talent, the finals of which take place at Camberley Theatre in September. Contact Main Square for further details.

11th to 19th September

The Street Life street festival descends on Camberley, featuring an array of high quality entertainers, performers and musicians appearing in various locations around the town centre.

25th September

Fashion Show - Our Autumn fashion event, bringing you the latest clothes and accessories for any and every occasion.

Future dates for your diary

3rd October

Security Day - Police Crime Prevention Initiative.

23rd to 29th October

Half Term - Children's Hallowe'en entertainment all week. Details to be announced.

4th to 6th November

Prostate Cancer Awareness.

13th November

Christmas lights switch-on with other entertainment.



All kitted out for Euro 2004!

Everyone is talking about Euro 2004, the UEFA European Championships which are being held this Summer in Portugal, with England's first game being on Sunday June 13th against France.

We want to help you to join in the fun, so we've teamed up with JJB Sports to give away two replica England away-strip shirts. There's one adult sized and one child sized shirt up for grabs and all you have to do is answer these six European Championship questions correctly. Then complete the form – remembering to put your age if you are 14 or under – and place your entry in the post box in Town Square. The first correct adult and child entries drawn out of the hat after the closing date on Wednesday 9th June will win the shirts.

So, enter now – there's only **TWO WEEKS** to get your form to us and be in the running for these great replica England away-strip shirts!



- Where were the last European Championships held?

- Who are the current holders of the European Championships?

- Who did England need to win or draw against in their final game, to secure their place at this year's tournament?

- Who is the current manufacturer for the official England Kit?

- In which city is the final of the tournament to be held?

- What is the name of the Portuguese player who currently plays for Manchester United?

Name _____
Address _____
_____ Postcode _____
Phone Number _____
Email Address _____
Age (if 14 or under) _____

WIN
REPLICA ENGLAND
AWAY-STRIP
SHIRTS!

Competition Terms and Conditions available from the Main Square Management Office on 01276 22325 or write to us at Main Square Shopping Centre, Management Suite, 15 Cambridge Walk, Camberley GU15 3SW or email management@mainsquare.co.uk

Step out in style this Summer...

We've joined forces with Faith here at Main Square to give you the chance to win a fantastic prize for your feet! Simply enter our quiz and bring your completed form into the Faith store before Friday 23rd July 2004 and we'll give £100 worth of Faith gift vouchers to the person whose correct entry we draw out of the hat after the closing date!

Faith Shoes was founded in 1964 by Samuel Faith. In recent years their achievements have been recognised with prestigious awards including three consecutive years as winner of Best Footwear of the Year - voted by Company magazine readers. Faith is the number one destination for shoe addicts with a passion for fashion – and they want to give you a dynamic shopping experience, focussing on girls who are fun, sexy and mad about shoes.

So, come to Faith and revolutionise your shoe cupboard this Summer. They have all the latest styles, from funky flip-flops perfect for strolling on the sand to strappy sandals for dancing the night away - and round toe courts when you need to look a bit more formal! With so many styles to suit everyone - and prices that won't break the bank - what are you waiting for? Step out in style with the rest of the well-heeled this Summer at Main Square!



faith

WIN
£100
worth of Faith
gift vouchers

- When was Faith founded – and who by?
a. _____ b. _____
- Which magazine voted Faith Shoes 'Best Footwear of the Year' three years running?

- What three customer attributes does Faith focus on?
a. _____ b. _____ c. _____

Name _____
Address _____
_____ Postcode _____
Phone Number _____
Email Address _____

Closing date Friday 23rd July 2004.

TONI&GUY

Alison Edwards of Yateley won our TONI&GUY competition with the tie-breaker "I would like to win the free TONI&GUY cut and blow dry because ... their unique technique is just what's needed to make me unique too!"

Alison came into the salon in April for her cut and blow dry and said it was great timing as she is just in the process of growing out her short hairstyle into a new, longer one. We were happy to help and made sure that Alison felt as pampered as possible on the day.

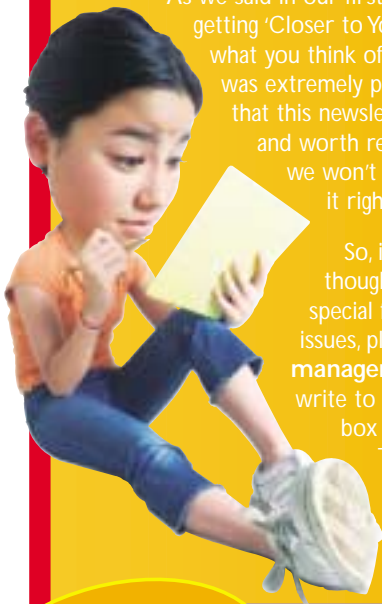
We also awarded a runner-up prize of a £20 TONI&GUY voucher to Lisa Cook of Camberley because her tie-breaker made us laugh – she wrote

"I would like to win the free TONI&GUY cut and blow dry because ... my children (two boys aged 4 and 6) can't cut straight!"

Many thanks again to all the people who entered our competitions. Please do enter our new ones and give yourself the chance to win some great prizes this Summer!



Tell us what you think...



As we said in our first issue, this newsletter is all about getting 'Closer to You' and we really do want to know what you think of it. The response to our first issue was extremely positive – but we want to make sure that this newsletter is something that is interesting and worth reading – and without your feedback we won't know if we're getting it right!

So, if you have any comments or thoughts - or would like to see any special features and competitions in future issues, please email us at management@mainsquare.co.uk or write to us and place your letter in the post box in Town Square.

CONTINUED FROM FRONT PAGE...

Bonny's serves a full range of speciality coffee, other hot and cold drinks, sandwiches, snacks and cakes as well as a full breakfast menu which is available all day and is freshly cooked to order. New for this Summer they have a range of salads with low fat dressings, or if you're feeling less healthy, a selection of mouth-watering ice-creams - they are 100% British-made with all natural ingredients and no additives!

The staff at Bonny's will make your speciality coffee exactly to your liking, including decaffeinated - and offer every kind of milk you could want from full fat to skimmed to soya. This Summer don't miss their famous frappé range - milkshakes in coffee, chocolate, mocha, strawberry, vanilla and banana flavours, complete with freshly made whipped cream if you choose.

In the Obelisk Way branch they have ten computers with full broadband Internet access, MS Word XP Professional and a selection of great games. So if you need to check your email, book a holiday, write your CV or just while away an hour or so, come to Bonny's this Summer – and don't forget to bring the vouchers!



HALF PRICE FRAPPE

Take this coupon into either Bonny's Coffee shop and get a half price frappé when you buy a salad or sandwich as well. Only one voucher redeemable per visit. Offer open until 30th June 2004. Photocopies not accepted.

Postcode: _____

FREE INTERNET ACCESS

Take this coupon into @Bonny's Coffee in Obelisk Way and get 20 minutes Internet access for the price of ten. Only one voucher redeemable per visit. Offer open until 30th June 2004. Photocopies not accepted.

Postcode: _____

WIN

A digital camera worth £100

What does Summer mean to you?

Photo Competition

Now that Summer is nearly upon us (we hope!), with longer evenings, holidays, days out in the park or on the beach, it's often the time that we dig out the camera and feel inspired to take some photos to record the event. So we've joined together with Dixons to give you the chance to make your pictures more than just another entry for the family album.

Our photo competition is open to everyone! You don't have to be David Bailey – just take a picture on the theme of 'What Summer Means to You' and snap yourself the chance to win a state of the art Olympus 390 digital camera worth £100. The pictures above might give you one or two ideas, but the possibilities are endless – fêtes...flowers...family outings.... anything in fact, that reminds you of Summer.

Dixons stock a huge range of digital and traditional cameras, camcorders, video cameras and photo printers – so whatever you need for your photography this Summer, come to Main Square and visit Dixons now!



How to enter

You can send in a proper photographic print or a good quality print-out from your PC – maximum size of A4 please. Place your print in an envelope with the entry form SECURELY attached to the back (but please do not staple through the photo), write 'MAIN SQUARE PHOTO COMPETITION' on the front and either place it in the post box in Town Square, or if it will not fit, please hand it in at the Dixons store in Main Square by Friday 23rd July 2004. If you would like it returned please include a stamped, self-addressed envelope big enough to take the print. Alternatively, email your images to gill@contractmarketing.biz with the title 'MAIN SQUARE PHOTO COMPETITION' and your name, address and phone number included in the email. Image files should be approx 1Mb in size to make sure that the quality is good enough to print the winning entry in our next newsletter!

Name _____

Address _____

Postcode _____

Phone Number _____ Email Address _____

Entries without this information will not be included. Closing date Friday 23rd July 2004.

'Street Life' comes to Camberley!

Pointy headed tourists from a distant planet, multi-coloured rubber-clad giants, an 8ft robot, ice-sculptures, musical shells and giant inflatable creatures are just some of the sights you could encounter when the Street Life street festival descends on Camberley town centre from 11th to 19th September this year.

Organised by The Camberley Theatre and funded by a major grant from The Arts Council, Street Life will feature an array of high quality entertainers, performers and musicians appearing in various locations around the town centre, culminating in a staged weekend here at Main Square. With more than 100 performances and exhibitions ranging from madcap comedy and high quality world music to performances by members of a youth group from The Camberley Theatre – this event will be on a scale never before seen in Camberley.

The intention of the festival is to surprise you and to capture your imagination with performances and spectacles that will be both stimulating and entertaining. Suitable for all ages, Street Life events, exhibitions and concerts will be totally free - just turn up on the day and enjoy. A full programme of events including times and locations will be released at a later date.



Main Square Management Suite
15 Cambridge Walk
Camberley
Surrey
GU15 3SW
Tel: 01276 22325

www.mainsquare.co.uk

10% OFF VOUCHERS



HOUSE OF FRASER

More great new concessions for you at Army & Navy this Summer!

As part of the ongoing improvements at Army & Navy in Main Square, they have recently taken on two new concessions – **chesc a** and **Paperchase**. So we got together with Army & Navy to offer all our readers a **10% discount voucher** for each one!

10% off at chesc a this Summer

Bring this voucher into the **chesc a** concession at Army & Navy before Friday 23rd July 2004 to receive 10% off all full price purchases made in a single transaction. Only one voucher to be used per visit. Photocopies not accepted.

Postcode: _____

chesc a

chesc a offers contemporary designs in sizes 14 to 24 that fit and enhance the curvaceous woman. Their first Summer range is now available here at Main Square and introduces mix and match pastel coordinates, beaded silk suits and floaty chiffon dresses with cover ups and shawls – plus unusual tops in shocking pink, orange and lime, blended with knits in aqua and all teaming with funky cropped trousers. Printed dresses and jackets and cool linen suits contrast with lace trimmed camisoles and polka dot suits in silk crêpe de chine. Sensational.

If you are one of the 50% of women in the UK and Ireland who are size 14 or over, **chesc a** was created for you. Offering you the opportunity to wear high quality, glamorous clothes in luxury fabrics that are styled to accentuate and flatter your curves. And with our special promotion available only to newsletter readers, you can experience **chesc a** for less this Summer.



Paperchase

Whether you want to stock up on stationery, find a card or gift - or give your home/office a Summer update, you'll find a great selection of exciting products to tempt you in Paperchase here at Main Square this Summer. Paperchase was established in the 60s and is still 'right at the edge' in terms of product quality, diversity, functionality and above all, innovative design.



Known for contemporary card ranges, wrapping paper and accessories, Paperchase also has a growing following for their exclusive designer stationery, home/office accessories, storage solutions and unusual gifts. They are a 'must have' brand in stationery – so if you must have some Paperchase goodies this Summer, here's a voucher for 10% off for all our newsletter readers – with our compliments!

10% off at Paperchase this Summer

Bring this voucher into the Paperchase concession at Army & Navy before Friday 23rd July 2004 to receive 10% off all full price purchases made in a single transaction. Only one voucher to be used per visit. Photocopies not accepted.

Postcode: _____