

SUMMER 2005

More for

ISSUE FIVE

YOU



WIN UP TO
£150
worth of Arndale Centre
Gift Cheques

Summer Fun!

There's certainly plenty of that going on around The Arndale Centre over the next few weeks. With our incredible Luton Tunes 'heroes and cartoons' children's activities throughout the holidays, plus loads of great competitions as always, we know it's going to be a great Summer.

This issue is supported by Debenhams, Woolworths, Telly Addicts, Wilkinson and New Look, with great prizes to win like a fantastic **DAB digital radio worth £100** and a **FREE Clarins Total Protection facial** plus **Clarins products at Debenhams to the value of £100** - so there really is something for everyone. Look out for our famous word search as always, courtesy of Wilkinson, but in this issue we also have our first ever kids word search, giving our younger customers the chance to **win £50 worth of Woolworths vouchers** to spend on anything they (and you!) like in-store.

There's an update on the car park refurbishment and details of our great two day fashion show later in the year - with three chances to **win Arndale Centre Gift Cheques to the value of £50, £100 or £150** to spend on fashion. So read on and find out why we really are providing More for You here at The Arndale Centre this Summer.

SEE DETAILS OF OUR GREAT COMPETITIONS INSIDE...

Kids Summer Entertainment

'Luton Tunes' Tuesdays!

Our Summer children's activity this year is called 'Luton Tunes' with super heroes and cartoon characters in action around The Centre every Tuesday for six weeks. The programme is as follows, but may possibly be subject to change, so please check local press and our website - www.lutonarndale.co.uk - for the final programme nearer the time.

Tuesday 26th July

The Penguin launches our 'Hunt the Heroes and Villains' competition around The Centre with giveaways for children and six larger-than-life toys as clues and as prizes!

Tuesday 2nd August

Our Fred Flintstone look-alike brings Bedrock to Britain with his prehistoric performances.

Tuesday 9th August

An incredible day of activities and games, with guest appearances from Mr Incredible himself.

Tuesday 16th August

Our fantastic illustrator 'Quick Draw McGraw' comes to The Arndale Centre to draw cartoons of your kids' favourite characters to take home!

Tuesday 23rd August

Come on down and 'Create a Cartoon'. Give your children the chance to learn how to create a cartoon themselves - and then enjoy our storytelling sessions with extracts from great comics.

Tuesday 30th August

Your kids can become their own comic characters with our Free Face Painting and a special appearance from Scooby Doo!



MEET
our Heroes
and Villains

inside

- COMPETITIONS
- USEFUL INFORMATION
- EVENTS
- MUCH MORE...



THE ARNDALE
SHOPPING CENTRE

BRIGHTER • SAFER • CLOSER



WIN UP TO
£150
worth of Arndale Centre
Gift Cheques*

Don't miss our GREAT Arndale Centre Fashion Show...

WIN
WIN
WIN

Put Friday 30th September and Saturday 1st October in your diary now to make sure that you are able to come along to our stunning two day fashion show this Autumn.

We'll be running four shows per day, featuring clothes from all your favourite stores including Debenhams, Bare Essentials, MK One, Evans, Republic & Schuh, Shoe Zone, Jean City, Peacocks and The Disney Store. Body Shop and Goldsmiths will be helping us with make-up and jewellery and we'll also be showcasing some fabulous bridal and occasionwear supported by Delphine Alexander. So book a date with The Arndale Centre now and get ready to revolutionise your Autumn wardrobe later this year!

WIN £50, £100 or £150 worth of Arndale Centre Gift Cheques!

To really get you in the 'fashion' mood we're running an amazing competition for all ages, with the chance to win Arndale Centre Gift Cheques to spend on any fashion items that you like. There are three age categories - 6 to 10, 11 to 15 and 16+ with the winner of each category taking home £50, £100 or £150 worth of Gift Cheques respectively.

So complete your entry now, place it in the post box next to the Customer Services desk in Smith's Square and start planning what you would buy!

6 to 10 age group

What is the brand name for the range of kids clothes sold by Woolworths?

11 to 15 age group

Which Sunglasses brand, available in Vision Express, does David Beckham promote?

16+ age group

Which son, with a famous designer/restaurantier father, has his own clothing label in Debenhams?

Name _____
Address _____
Postcode _____
Age (if under 16) _____ Phone Number _____
Email Address _____

Please photocopy and submit a separate entry if your household is entering more than one age group.

Closing date Friday 2nd September 2005.

* Terms and conditions apply. Full details, plus a list of participating stores, can be found at the Customer Services desk in Smith's Square or by visiting www.lutonarndale.co.uk.

Calling all Telly and Radio - Addicts!

Many of the shops that we work with in this newsletter are major national retailers, so we decided it would be nice for a change to feature one of our smaller, but more specialist, businesses here in The Arndale Centre. Telly Addicts is one of Luton's leading electrical retailers, offering a great range of plasma and LCD TVs, DVD recorders, DAB digital radios and so on - all at very competitive prices! They have an extensive level of knowledge about the industry and the stock items which they sell, meaning that you are always assured of top quality service.

And at the moment Telly Addicts is the only shop in The Arndale Centre to sell the latest thing in TV - the Hitachi High Definition TV (HDTV), which in Hitachi's own words is 'The Power of the Future - Today'. So come on in to Telly Addicts and see some of the newest technology available in Luton at the moment!



WIN this great DAB Digital Radio worth £100!

To help you chill out with some great sounds, we've teamed up with Telly Addicts to bring you this cool competition and the chance to win a PURE EVOKE-1 DAB digital radio worth £100. It's got a really retro look with maple wood casework around a pearlescent white front and silver grille with control panel, scrolling LCD text display, station selection, volume knobs and button controls for presets, display-settings, power and auto-tuning. It can be battery operated as well as mains, so great for taking into the garden on a hot afternoon - and it also has an integrated full range hi-fi speaker and features a reflex port for enhanced bass performance. Just make sure you don't upset the neighbours!

To win this great prize simply answer these three questions, complete the entry form with your contact details and place it in the post box next to the Customer Services desk in Smith's Square. It's really easy, the answers are all in the article!

1. List three electronic items that Telly Addicts sell:

i _____
ii _____
iii _____

2. Who manufactures 'The Power of the Future - Today'?

3. Name three things that appear on the front of the PURE EVOKE-1 DAB digital radio.

i _____
ii _____
iii _____

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

Closing date Friday 2nd September 2005.

Everyone deserves a little pampering from time to time, so we've teamed up with Debenhams to bring you this great 'Total Protection' facial in their Clarins Beauty Room, plus £100 worth of vouchers to spend on Clarins beauty products in-store. This deeply pampering half hour treatment includes cleansing, toning, moisturising and a light make-up, plus a colour consultation. Now if that doesn't sound like something not to be missed, then we don't know what does!

All you have to do to win this great prize is find as many proper words as possible that you can make from the word DEBENHAMS. We'll give you a few examples to start you off - SHED, HAM, SEEN - but the rest is up to you! Simply complete the entry form, attach it firmly to your list of words and place it in the post box next to the Customer Services desk in Smith's Square. The person who finds the most words will win the prize!

Win a 'Total Protection' Facial and £100 worth of vouchers to spend on Clarins Products at Debenhams in Luton!



"Taking time out to treat your face and body is no longer a luxury, but a necessity of modern living. At Clarins our aim is to maintain your sense of well-being and boost your inner strength and outer beauty. We ensure you look good and feel good".

Jacques Courtin-Clarins - Founder and President



WIN!
£100
worth of vouchers
to spend on Clarins
products!

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

Closing date Friday 2nd September 2005.

DEBENHAMS
Britain's favourite department store



WOOLWORTHS

WIN!
£50
worth of Woolworths vouchers

400,000 different products now available at Woolworths in Luton!

When it comes to Summer, there's no-one with a bigger selection of products to help you have fun than Woolworths! But big products like climbing frames and bicycles can be hard for you to get home - and sometimes it's just not possible to stock enough of them in the shop.

But thanks to some great new technology, Woolworths here at The Arndale Centre can now offer over 400,000 products after launching their brand-new catalogue and in-store ordering point! Meaning that they can sell large items which are not necessarily available in the store - and that they now have a more extensive entertainment range than any other retailer, with over 230,000 CDs, DVDs and games available! You can browse through their full product range in the in-store catalogue - and then place your order at the in-store ordering till.

Gail Andrews, Assistant Manager at the store, told us: "In-store ordering has really taken off. People are buying Summer items such as trampolines, bouncy castles, swings, garden furniture, bikes and greenhouses. We may previously have had one or two of these lines, but we are now able to offer a tremendous choice for each and every product".

So, all you have to do is come into the shop, choose the items you would like from their catalogue and then place your order at the in-store ordering till. The items will be delivered to your door in just a few days* for you to enjoy at home, with no stress and no hassle!

Your kids can win £50 worth of vouchers to spend in Woolworths!

As you can see from this newsletter, we have lots of fun children's activities going on in The Centre ourselves over the next few weeks - and to keep your little ones entertained, we thought it was time we ran one of our excellent word search competitions, but this time with a difference. It's for kids! So, no helping please... give them a crayon and ask them to start looking for all of the great things they would like you to buy for them in Woolworths this Summer. It's open to all children up to twelve years old and we've kept it quite simple, so everyone should be in with a chance!

*Subject to stock availability.

Our First Word Search Just for Kids!

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

AQUA SLIDE
BAZOOKA FOAM GUN
BICYCLE
BOUNCY CASTLE
BUBBLE MACHINE
CLIMBING FRAME
DISNEY DVDS
GOLF SET
HOOP
HOPPER
PADDLING POOL
SANDPIT
SWING HAMMOCK
SWINGBALL
SWING
TENT
TRACTOR
TRAMPOLINE
TRIKE
WIZZLE BALL

There are just 20 words or phrases to find (spaces have been removed where phrases contain more than one word) and only one of them is diagonal! So get your kids to start searching now. Then complete the form (probably best if you don't do that bit in crayon!) and place your entry in the post box next to the Customer Services desk in Smith's Square. If you have more than one child then of course they can send in an entry each, just photocopy the form. **But no grown-up children please!**

Name _____
Address _____

Postcode _____
Phone Number _____ Age _____
Email Address _____

Closing date Friday 2nd September 2005.

EASTER COMPETITION WINNERS

Our Easter Egg-heads!

Once again our Easter issue was full of chances to win great prizes - and loads of you tried your hand at our competitions to win vouchers to spend in Faith, Debenhams, WHSmith and Delphine Alexander.

Faith

Our lucky winner of £100 worth of Faith vouchers was Kathie Chapman, who answered all of our questions correctly and was the first entry we pulled out of the hat after the competition closed. Kathie came in to collect her vouchers and was already trying on a selection of great styles when we arrived to present her prize!



WHSmith

For our 'Luton in Bloom' competition we invited all of our creative readers who were 16 or under to make a flower collage - and we awarded the prize of £50 worth of WHSmith vouchers to the entry which we thought was most creative and best portrayed the idea of a 'Flower in Bloom'. We were very impressed with the standard of work and had a really hard time choosing the best one. But we got there in the end - and our winner was 14 year old Claire Thompson of Luton, who created this fantastic collage of an Iris in full bloom. Exactly what we had in mind! Well done Claire.



We also just had to show you this excellent collage by 7 year old Cameron Halsall as we really loved the sheep and the bumble-bee! It's a great collage Cameron - well done.



Delphine Alexander

This was a really special prize and we hoped that it would be won by someone who had a wedding coming up soon! We weren't disappointed, as our lucky winner was Valerie Dickie from Luton who is getting married in September. Congratulations Valerie! The prize of £100 worth of credit to spend in Delphine Alexander was presented by Delphine herself and Valerie then booked in for her wedding dress consultation. We've asked for a photo of the wedding and will hopefully be able to show you how she looked on her big day in our next issue!



Bunny Mania!

Over Easter this year we ran our hugely successful 'Bunny Mania' competition here at The Arndale Centre. We had over 2,000 entries to win a fabulous prize of £1,000 in Arndale Centre Gift Cheques. The stage show on Easter Saturday, organised in conjunction with 97.6 Chiltern FM, was enjoyed by many of our customers, with a few of the most shy and retiring accompanying the performers on stage to really become a part of the event!

The winner of the Bunny Mania event, Nicola McKay of Langford, Beds, was drawn live on air on Easter Monday at 97.6 Chiltern FM and she is pictured here with three of her four boys, Centre Manager Brian McFarland and Black Thunder Graeme!



DEBENHAMS
Britain's favourite department store.

MANY THANKS TO ALL WHO ENTERED AND WELL DONE TO OUR EASTER WINNERS!



WIN!
£100
worth of New Look vouchers



Kids - get yourself a **New Look** this Summer!

If you're between 9 and 15 years old then get yourself down to New Look here at The Arndale Centre. Their girl's casual wear brand 915 just can't wait to leap off the hangers and be taken home! And with ranges called 'Out of Africa', 'Club Tropicana' and 'Surf' there's definitely something for every fashion-conscious girl out there.



OUT OF AFRICA - dress it up or dress it down. There's something to suit all ages from print tops, skirts and dresses with beading and wood detailing, to crochet knitwear, tiered skirts and wedge footwear.



CLUB TROPICANA - the hottest look for Summer, with tropical brights and gorgeous sequins. Dress it down for the beach with flip flops and oversized bags or glam it up with high heels for hanging out with your friends.



SURF - the sun is shining, the surf's up and the sun tan lotion is out! It's all about beach fashion with halter necks, shorts and mini skirts - and their denims look great with flip flops for a stroll along the beach.

We've teamed up with New Look to bring you a great competition prize. If you're aged between 9 and 15 and you want to win £100 worth of New Look vouchers simply answer these three questions, complete the entry form with your contact details and place it in the post box next to the Customer Services desk in Smith's Square. It's really easy, the answers are all in the article!

1. Which range has tropical brights and gorgeous sequins?

2. List three clothing items in the Surf range.
i _____
ii _____
iii _____

3. What two things are Out of Africa tops, skirts and dresses decorated with?
i _____
ii _____

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

Closing date Friday 2nd September 2005.



Central Car Park Back in Action!

The first and most difficult phase of the refurbishment works in Central Car Park has now been completed and we're pleased to announce that the car park is back in action. £8m is being spent over two years to upgrade the car parks and we're hoping that you can now begin to see the dramatic changes being made, with new-look Disabled and Parent & Child bays and brighter lighting and decorations. Still to come are additional cameras, new signage, new pay-on-foot equipment and improvements to the entrances and exits.

Brian McFarland, Arndale Centre Manager said: "I would like to thank our customers for putting up with the inconvenience during the works and I am pleased that the exit to Central Car Park has now reopened. As works progress the car parks will become easier to use and will provide a much friendlier and more secure environment".

TELL US WHAT YOU WANT . . .

We are well into our second year of producing 'More for You' now and everything we hear from our competition winners, our retailers and other people we chat to around The Centre, tells us that we're doing a great job. But the more we know about your opinions and the more information we gather about what YOU would like to see in this publication, then the more chance we have of making it even better in the future.

So, if you have any comments or thoughts - or would like to see any special features and competitions in future issues, please email patricia.atkinson@prupim.com or write to us and hand your letter in at the Customer Services desk in Smith's Square. Without your feedback we just won't know if we're getting it right!

WIN!
£75
worth of Wilkinson prizes



Happy **75th** Birthday for Wilkinson

Yes, that's right, the Wilkinson chain is 75 years old! Which isn't bad going when you think that it started as a single store back in 1930 and is still family-owned, offering the same value, quality and friendly service as it did 75 years ago. Today Wilkinson employs more than 25,000 people and sells more than 25,000 great value essentials for the home and garden to more than 180 million customers every year.

Wilkinson Chairman, Karin Swann told us: "Our 75th birthday is a time to thank each and every one of our team members and customers who have made this milestone possible. We've got a really great team and extremely loyal customers and they're recognised as making us a success". And because Wilkinson is so nice, they are offering you a present even though it's their birthday! You can win a great barbecue set worth £50, plus £25 worth of Wilkinson vouchers, making a total prize worth £75 - what else!

All you have to do is find just a small selection of those 25,000 great value home essentials in our jumbo word search, then complete the form and place your entry in the post box next to the Customer Services desk in Smith's Square. So start searching now - and you could be barbecue chef extraordinaire by the August Bank Holiday weekend!

Remember, all words or phrases have had spaces removed and can be written backwards, forwards, horizontally, vertically or diagonally.

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

Closing date Friday 19th August 2005.

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

- | | | | |
|---------------|---------------|---------------|-------------------|
| ADHESIVE | ENVELOPES | MUGS | SHAMPOO |
| AIR FRESHENER | FACE MASK | PAINT | SHAVING FOAM |
| BATTERY | FERTILISER | PAPER | SHELVING |
| BODY SPRAY | GLASSWARE | PESTICIDES | SKINCARE |
| BRUSHES | ICING SET | PICTURE FRAME | SUNTAN LOTION |
| CHOCOLATE | INK CARTRIDGE | PILLOW | SWEETS |
| CONDITIONER | LADDER | PLANTERS | TOWEL |
| CROCKERY | LIGHT BULB | POTATO MASHER | TUBS |
| CURTAIN POLE | LIGHTING | QUILT | WALLPAPER |
| CUSHION | MEASURING JUG | RAZORS | WASHING UP LIQUID |
| CUTLERY | MIRROR | ROLLERS | WHISK |
| DRINKS | MOUSEMAT | SCISSORS | WOODEN SPOON |