

News Release:

More Cheese, Gromit?: White Rose Unveils *Gromit Unleashed* Trail to Celebrate One Year of The Village

White Rose Shopping Centre has teamed up with Academy Award-winning Aardman Animations to unveil Yorkshire's first ever *Gromit Unleashed* trail in celebration of the one-year anniversary of the opening of The Village, White Rose's new leisure extension.

Fans of the clay animation series *Wallace and Gromit* can enjoy a treasure trail of giant sculptures of both Gromit and Shaun the Sheep on display around White Rose and The Village as part of the *Gromit Unleashed* event from 19 July to 02 September. Each Gromit is decorated according to a different theme, from foodie to floral, with ten to be found in and around the centre.

Visitors can collect a map from White Rose's Customer Service area, and those who manage to find all of the sculptures will receive a small gift at the end of the trail.

The Village was officially opened on 04 July 2017 and boasts an 11-screen IMAX cinema, five new restaurants, and a children's play area.

Steven Foster, General Manager of White Rose Shopping Centre, said: "What better way to celebrate one year of The Village with a British – and Yorkshire – institution like *Wallace and Gromit*? The colourful sculptures look fantastic hidden around White Rose, and we can't wait to see what our visitors think of them."

Visitors can explore the *Gromit Unleashed* trail at White Rose Shopping Centre from 19 July to 02 September 2018. Maps can be collected for a £2 charity donation to Wallace & Gromit's Grand Appeal within White Rose's opening hours, see www.white-rose.co.uk for further information.

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This information has been distributed on behalf of White Rose Shopping Centre by Umpf. For further information please contact Ali Gritt by emailing ali@umpf.co.uk or calling 0113 320 9912

NOTES TO EDITORS

White Rose Shopping Centre:

- White Rose is owned and operated by Landsec. More information on Landsec can be found on www.landsec.com
- White Rose provides 800,000 sq ft of retail space in the south of Leeds
- It is home to more than 100 leading retailers including Zara, Superdry, Topshop, Primark, River Island, Debenhams, Marks & Spencer, Next, H&M, New Look, Schuh, Office, JD Sports, Disney and The Entertainer
- White Rose contains a host of eateries including Frankie & Benny's, Nando's, Pizza Express, Krispy Kreme, Patisserie Valerie, Costa Coffee, Prezzo and Handmade Burger Co.
- A 65,000 sq. ft. leisure extension including five new restaurants – Five Guys, Wagamama, TGI Friday's, Chiquito, and Pizza Hut – opened in July 2017, with an 11-screen Cineworld with IMAX technology opened in November 2017
- White Rose has excellent public transport links and 5,000 free parking spaces
- Over the past 20 years White Rose has become established as an important community hub, from inspiring and encouraging school children through innovative out of school learning activities, to helping older people to maintain healthy lifestyles with daily Mall Walking
- White Rose is a centre for the community and is constantly supporting local initiatives such as the South Leeds Youth Hub and The Point, which is a learning and development Centre that can support you if you are seeking employment and training, by providing the relevant work related skills to help you plan your future career. It was established in partnership with Leeds City Council, Leeds City College, Job Centre Plus, Land Securities and the National Careers Service

Landsec

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