



The Mall Luton
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£5,000 GRANT FOR LUTON SPORTING ORGANISATIONS UP FOR GRABS

With less than 200 days until the start of the Olympics, people across the country are getting into the spirit of the 2012 sporting events. To celebrate, this week, The Mall is launching a campaign that encourages sports in the local community and will reward one of Luton's favourite youth sporting organisations for the work it does in the town.

As part of the Mall Cares initiative, local people and sports leaders can nominate deserving organisations within the community that promote sport, exercise and an active lifestyle amongst young people.

Nominating your local champion is simple and free of charge, so, if you run a local sports team, class or group that works with under 21 year olds or know someone who does and could do with additional funds for new equipment, premises or to put on extra classes, then let The Mall Luton know why they should win the grant.

Three shortlisted companies, teams or charities will then compete for the public vote in their bid for a £5,000 charitable grant.

All suggestions submitted before 6th February will be counted and the six organisations that receive the most nominations will be whittled down to three by The Mall's judging panel.

Then the battle can really commence!

Every shopper who spends £20 in The Mall between 20th Feb and 10th Sept will get a token to place in their preferred organisations competition box which will be located in the centre. The organisation with the most tokens will be crowned the winner in The Mall, receiving their cheque for £5,000.

Mark Broadhead, General Manager at The Mall Luton commented: "It's important that, through our Mall Cares initiative, we reward organisations that are deserving in the eyes of our shoppers. In what will be the biggest year for sport in Britain, it is our intention to make a real difference to young people in Luton, giving them a greater opportunity to engage in sport and exercise. We hope our shoppers will get behind this campaign and we look forward to rewarding the people's chosen organisation."

To nominate the organisation of your choice, please complete a short form available online at <http://www.themall.co.uk/my-mall/luton/index.aspx> or by filling in a form at The Mall's Ask Me Point, located outside M&S.

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The Mall is the UK's leading community shopping centre Fund. Managed by Capital & Regional and Aviva Investors, The Mall Fund owns 9 shopping centres across the UK - home to approximately 1220 retail units and attracting approximately 1.9 million shopping visits every week.

Shopping as it should be..... www.themall.co.uk

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