



FOR IMMEDIATE RELEASE - THURSDAY 11 AUGUST 2011

PR FIRMS WALKS AWAY WITH RETAIL WIN

CRAMLINGTON shopping centre Manor Walks has appointed Newcastle PR firm OPR to manage all its communications as it enters an exciting new phase of development.

Plans have been unveiled for a multi-million revamp of the retail and leisure complex in Cramlington town centre, including the creation of a multiplex cinema with restaurants to be built next year.

Following the recent appointment of new general manager, Bruno Coppola the 500 000sq ft shopping centre in the heart of Cramlington quickly set out to find a local agency that could help him with a community engagement and events programme.

Bruno said: "OPR pitched a creative campaign that put the community at the heart of all Manor Walks' marketing, from a fantastic programme of community events to some exciting competitions and initiatives with local schools and aspiring retail entrepreneurs.

"Also we will be keeping our community up to date with all the development plans as they unfold, and news and events at Manor Walks, with our first ever Facebook and Twitter Feed and our own Manor Walks YouTube channel launching this month."

OPR, based in Ouseburn, specialises in high profile public engagement campaigns using traditional PR and social media tactics. OPR chief executive Kari Owers said: "We are delighted Hammerson, the leading retail developers behind Manor Walks Shopping Centre, selected our campaign to breathe new life into its retail and leisure complex in Cramlington.

"Our experience already in working within the local community with our other clients like Young Enterprise and Miller Homes gave us insights to propose creative yet relevant initiatives that the local people should love."

OPR will also manage all Manor Walks' media relations, and will create a range of tenant engagement activities, working with over 100 of the independent boutiques and High Street outlets at the shopping mall and retail park.

One such new tenant is the Garra Rufa pedicure company, Fish Spa UK who opened their first store in the centre this week.

Gemma Clarke, head of consumer PR at OPR said: "There is so much happening at Manor Walks that we won't be short of stories to tell. Our first day of appointment saw me managing the press call for Fish Spa UK, in front of hundreds of local people!"

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