

18 February 2020

133 Castlereagh Street
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www.stockland.com

COLOURFUL EXPERIENCE FOR CUSTOMERS COMING TO STOCKLAND TOWNSVILLE

Customers will have a chance to immerse themselves in the colour and awe that is Shake The Rainbow – a unique hands-on experience for all ages coming to Stockland Townsville next week.

Centre Manager at Stockland Townsville, Andrew Stallan, said that Shake The Rainbow will encourage customers to unleash their inner artists through a number of multi-sensory and colourful experiences.

“Split into two areas, the first colour hub will place a special emphasis on engaging the basic senses of touch, sound, sight and smell. There will be a ‘scratch and sniff’ wall, a wall for customers to inscribe motivational messages and much more.

“The second will be a more hands-on ‘creation station’, with a number of programs running over the course of the week*. This will range from 3Doodler pens and painting masterclasses, to donut decorating and a beauty bar with free makeup tutorials.”

In addition to the colourful fun, there will be an Instagram competition to win one of four \$100 Stockland Gift Cards over the four day period.

Mr Stallan continued: “We want to shift our customers’ perceptions to see our centre as more than an incredible shopping destination. Our aim is to venture beyond traditional convenience and variety, and rather focus on curating interactive and compelling experiences for customers that are exclusive to the centre and community.

“Shake The Rainbow is a great demonstration of this new vision.”

Shake The Rainbow will run for one week from Thursday 27 February. The Colour Hub will be located outside Hype DC, and the creation station activities will take place in the Myer forecourt.


**Some booking is required in advance. Please visit stockland.com.au/townsville to secure your spot and view the full schedule.*

ENDS

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About Stockland: Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency www.stockland.com.au