

PRESS RELEASE

Date: Thursday, 15 May 2008

NEW TOWN CENTRE NAMING COMPETITION **LAUNCHED**

The competition to find a name for Bradley Stoke's new town centre will be launched on Friday, 16 May 2008.

Local residents are being encouraged to send in their suggested names for the new development which is currently under construction on land adjacent to the existing Tesco store.

Contestants can either e-mail their suggested name to the competition organisers (see addresses below) or post their entries using the forms available from the Customer Service Department at the Tesco store; Bradley Stoke Town Council premises; or Bradley Stoke Library.

The competition will close at 5pm on Friday, 6 June with judging taking place on Monday, 9 June. The winner will receive a £50 Tesco shopping voucher with an entry level personal computer being presented to their choice of local school or nominated registered charity.

Launching the competition, Felix Gummer, Corporate Affairs Manager for Tesco, said: "This is the opportunity for local residents to put their stamp on Bradley Stoke's new town centre development. Since the project started in the mid-1990s Tesco has been consulting with the local residents over the design and contents. The development is now well underway with the opening scheduled for this autumn. The name is the final piece of the jigsaw and this is the residents' chance for them to have their say!"

Mayor of Bradley Stoke, Councillor Julian Barge, added his support for local residents to get involved: "We were always promised a competition for the name by Tesco so this is the town's opportunity to get involved. Whatever name is chosen will be there for many years so like the design and content of the building a lot of thought will have to go into the selection by the judges. It will have to be a name that is recognisable, reflects our community, and the developers' architects can work with so that it blends with the existing design criteria".

ENDS

For further information, please contact:

Tesco:

Dan Bramwell, Bramwell Associates Ltd (Public Affairs and Community Consultation),
The House, Kelston Park, Bath BA1 9AE; Tel No: 01225 444419; Mobile: 07968 304237
(Please note on holiday from Noon, Monday 19 May but available on mobile all weekend
and whist on holiday)

Or

Felix Gummer, Corporate Affairs Manager, Tesco Stores Ltd; Tel No: 0773 899 9044

Or

Bradley Stoke Town Council:

David Chandler; Bradley Stoke Town Council; Tel No: 01454 868083

Notes to editors:

1. Addresses to which e-mails entries can be sent:
 - bs.comp@virgin.net
 - town.clerk@bradleystoke.gov.org
2. When completed Bradley Stoke Town Centre will include a new Tesco Extra store with an adjacent shopping arcade including over 15 separate small retail units; a town square with cafes and bistros; offices; and 5 large non-food retail units.