

PRESS RELEASE

Date: Friday, 20 June 2008

BRADLEY STOKE NEW TOWN CENTRE NAME

Willow Brook Centre is the name for Bradley Stoke's new town centre.

The name was selected by the judges in a competition to find a name for the new development which is currently under construction on land adjacent to the existing Tesco store.

The winning entrant has opted to stay anonymous and has donated the winnings to The Mayor's Charity, the local branch covering North Somerset, old Avon and South Gloucestershire of the National Association for Colitis and Crohn's Disease (NACC). Tesco has also matched the sum so that the charity will benefit by a total of £100 – and a new personal computer!

Commenting on the name the Mayor, Councillor Robert Jones, said: "I think Willow Brook Centre is a good choice. The name is in keeping with others around the town but unique enough to avoid confusion. Most importantly the community has been involved in the process and I hope the people of Bradley Stoke will now take pride in their town centre and support the businesses that move in."

On the anonymous winner, he said: "It's all a bit of a mystery isn't it! I don't know who the winning individual is but I would very much like to thank them. There are in excess of 9,000 new cases of Ulcerative Colitis and Crohn's in the UK each year and many of those diagnosed are children. I'm sure NACC will put the computer to good use and the £50 is another step towards what I hope will be a really big total by the end of my year in office. As Tesco so often remind us every little helps and I am grateful to them also for their generosity."

Felix Gummer, Tesco's Regional Corporate Affairs Manager, said: "Tesco are pleased that we are able to support the Mayor's Charity, a very valuable cause, and it is a very generous offer by our anonymous winner. It is our pleasure to match the winner's generosity. The judges were unanimous in their thinking that the name is well suited for Bradley Stoke and, importantly, it will give the new centre a distinctive feel and identity which is essential so that it is not confused with any other local shopping destination."

The prizes will be presented to the Mayor and a representative from the charity by Tesco at a formal presentation in the near future.

ENDS

Notes to editors:

1. 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.