



FOR IMMEDIATE RELEASE

\$3,000 Up for Grabs in Seaway Mall's First-Ever Closet Makeover Contest

Shopping Spree Contest Kicks off Today

(Welland, ON) August 19 – A new contest at the Seaway Mall will take one winner's closet from drab to fab this fall. Michael Belcastro, President of Seaway Mall officially unveiled and announced details about the first-ever *Closet Makeover Contest*.

“The \$3,000 Seaway Mall shopping spree will be one of the largest grand prize we have ever given out at our mall,” said Michael Belcastro. “Because we have such a diverse range of stores - everything from clothing to electronics to furniture - this contest will attract people of all ages.”

The Closet Makeover Contest gives Seaway Mall visitors a chance to win a \$3,000 mall shopping spree, which includes 38 participating stores. How does it all work?

Each week, a new item will be featured in the Closet Makeover display case located beside Seaway Mall Customer Service. The feature item can be anything from a pillow, to a shoe or even a bottle of perfume. To be eligible for the grand prize, contestants must visit the mall each week for 6 weeks, identify the feature items and what store they were from on the grand prize ballot and submit the completed ballot before the final draw date.

In addition to the grand prize, each week, three additional bonus prizes of \$100 Seaway Mall gift cards will be available to contestants who correctly identify the feature items and a special bonus item located somewhere in the mall.

“Although the contest is absolutely free, we are asking that people visit the mall each week to enter a ballot for our weekly bonus draw. To be eligible for the grand prize draw, you must have visited the Mall for six consecutive weeks and identified the item displayed in the Closet Makeover display case,” added Belcastro.

The grand prize draw will take place on October 5th (10:00 am) at Seaway Mall (Customer Service).

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About the Seaway Mall

Seaway Mall goes WAY beyond your expectations! Seaway Mall offers a variety of unique shopping and dining experiences and is home to over 120 stores and services including Le Chateau, the Shoe Warehouse, Bonnie Togs, and a brand new Pennington's. Seaway Mall is simply the best place to shop for everything you need for your family, home and for yourself. For those looking to take-in some tasty treats, the Mall offers a wide-variety of food choices. Recently, the Mall welcomed Ye' Olde Squire, which features a Scottish Pub theme and is well-known for its home made dishes.

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