



Press Release
24 June 2011

Coronation Street star swaps cobbled streets for Poundland at Greenwich Shopping Park

Local shoppers will be quids in as Poundland, Europe's biggest single price retailer, opened its new store at Greenwich Shopping Park, off Bugsby's Way, in Charlton this month (16 June.) The new store will create 35 new jobs.

Coronation Street star Jack P. Shepherd aka David Platt officially opened the doors on Saturday 18 June and got the celebrations started.

Jack posed for pictures and signed autographs. Store Manager, Gary Rosettenstien, said: "It was a fantastic day, everyone was having fun! It was a great way to welcome shoppers in Greenwich to the new Poundland."

Sian Nicholls, Greenwich Shopping Park spokesperson, said: "With 13 high street stores, Greenwich Shopping Park has something to suit everyone. Poundland will bring our customers thousands of recognised retail branded products at a competitive price.

"We were delighted to welcome Coronation Street star, Jack P Shepherd to help launch Poundland's official store opening at Greenwich Shopping Park and we were pleased to see so many shoppers support the launch. The family day was a fantastic chance for customers to enjoy some great activities whilst also seeing what the new store has to offer."

During the family fun day a DJ entertained the crowds and many lucky shoppers won vouchers to spend in the new store. David Coxon, Trading Director at Poundland said: "We are delighted to see that the shoppers of Greenwich welcomed us into the community. Poundland offers amazing value on many household and branded products and we hope that local customers here will enjoy making us part of their weekly shop."

About Poundland

1. Poundland is Europe's biggest single priced discount retailer, selling quality products all for £1 each, and providing customers with amazing value every time they visit.



2. Serving over 3.5 million customers every week, Poundland is an irresistible shopping experience where shoppers are guaranteed to find quality brands and something new each time they visit.

3. With 320+ stores nationwide and a growth strategy of 50 new stores during the 2011/2012 financial year, Poundland is on track to create approximately 2,000 new jobs.

4. For more information please contact Anna Wright at BOTTLE PR on 01865 882 988 or email poundlandstores@bottlepr.co.uk. For more information visit www.poundland.com, the Poundland blog www.poundlandblog.com and the twitter page: <http://twitter.com/PoundlandParrot>

About Greenwich Shopping Park

Retailers include:

- Sports Direct.Com
- JD Sports
- Clarks
- Poundland
- Maplin
- New Look
- Next
- Boots
- WHSmith
- Outfit
- River Island
- H&M
- Costa Coffee

Greenwich Shopping Park is located on the Greenwich 'Peninsula' off Bugsby's Way in Charlton.

Visit www.greenwichshoppingpark.co.uk, follow @ShopGSP on Twitter and 'Like' Greenwich Shopping Park on Facebook for news, fashion and competitions from the Park.