

## Woodgrove Centre's Green Campaign

**We WANT OUR BAGS BACK**

**We want our bags back!**  
Bring in 30 plastic bags from any Woodgrove store(s) to Guest Services starting April 17th to receive Woodgrove's **FREE** eco-friendly shopping bag! One per person, while quantities last.

**Enter to win!**  
Visit [www.woodgrovecentre.com](http://www.woodgrovecentre.com) to sign up for our new e-newsletter and you could win a \$1,000 Green Prize Package full of earth-friendly goodies, including a \$500 Woodgrove Centre Gift Card! Contest closes April 30th, 2008.

WOODGROVE CENTRE  
**BIG ON the island™**

Over 150 stores & services, including Wal-Mart, The Home Depot, Toys 'R Us, Sport Chek & Home On Wheels, Nike (open), Department 56 (Closed), HOOK & MOON (Merch. Opening soon), Brimley's (Closed), IGA & Supermarket (Closed) Hwy. 6, Suite 100, Nanaimo, BC V9S 2B2-2707. [www.woodgrovecentre.com](http://www.woodgrovecentre.com)

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Earth Day was the inspiration for the advertising campaign that Canada's **Woodgrove Centre** used last April to celebrate life on Vancouver Island. With some guidance from mall marketing director **Nola Dunn, Suburbia Advertising** developed a campaign that had environmentally friendly messages. One of the agency's ideas was to tweak the center's logo to include the universal recycling icon. Another idea was to create print advertisements, in-mall banners and showcards that featured headlines created out of cut up bags from Woodgrove Centre retailers. The "We want our bags back" ad was to invite shoppers to redeem 30 plastic bags from one of a combination of retailers for an eco-friendly Woodgrove Centre bag, along with a notepad and flyer listing special offers from merchants. Woodgrove Centre's campaign was delivered via print, indoor banner signage and radio.

The results:

- Woodgrove Centre collected 10,410 plastic bags during the promotion held April 17-30, 2008 and 347 customers received an eco-shopping bag.
- Nearly 150 students participated in the school coloring contest that Woodgrove Centre held. It gave students a chance to win a \$25 center gift card and a copy of the book *Winston Churchill, One Bear's Battle Against Global Warming* for themselves, as well as \$250 toward an environment-related field trip. The winning artwork was featured in a 2009 eco-calendar in conjunction with nine other **Ivanhoe Cambridge** shopping centers.

Conserve electricity.

WOODGROVE CENTRE **BIG ON the island™**

Choose renewable energy.

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Avoid idling.

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Don't waste water.

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