



Winter update 2009

## Supporting the Poppy Appeal

War veterans and hundreds of shoppers bowed their heads in silence at Eastgate at 11 o'clock on Armistice Day.

At precisely 11am on the 11th day of the 11th month, a hushed atmosphere filled the centre, as people thought of those serving abroad in conflicts today and remembered those who gave the ultimate sacrifice.

This followed a two-week Poppy Appeal during which members of the Eastgate team joined veterans to sell poppies and raise awareness of the need to help the Armed Forces and their families – today and for the rest of their lives.

***“We thank our staff and shoppers for helping the local Royal British Legion to raise a record £46,000. This is a tribute to all those who have given their lives for freedom, and we thank all of our visitors for making this fantastic achievement possible.”***

- Regional Centre Manager at Eastgate, Hans Wustefeld, who is Patron of the local branches of the Royal British Legion and Normandy Veterans Association.  
Email [Hans@EastgateShoppingCentre.com](mailto:Hans@EastgateShoppingCentre.com) to find out more

At Shandwick Square Shopping Centre in Glasgow and Glasgow Fort Shopping Park the local Army Cadet Force and Girls' Brigade raised £2,300 in just one weekend.

The Eastgate team is now raising funds to take 40 World War Two veterans and their carers to Arnhem in Holland in May 2010 for the 65th anniversary of the liberation of the country. British Land has contributed £3,100 to help to make this possible. Previous visits of remembrance organised by the Eastgate team have included trips to Passchendaele in Belgium, Arnhem in Holland, the National Memorial Arboretum and the Imperial War Museum.



**Over £50,000 raised by Poppy Appeals across our retail portfolio**



**500 people respected the two-minute silence at Eastgate**



### Working together

The Eastgate Poppy Appeal was held in partnership with the Basildon and Laindon branch of the Royal British Legion, as well as the South Essex Normandy Veterans Association. The Poppy Appeal in our Glasgow properties was organised by the Glasgow and Lanarkshire Battalion Army Cadet Force C Platoon, Easterhouse Royal Highland Fusiliers.



Visit our full management update at [www.britishland.com/update](http://www.britishland.com/update)