

the campaign
The Mall community
Capital & Regional CEO
Lawrence Hutchings said: "The Mall

sector to offer additional financial and
emotional assistance."

THE BRUNSWICK SPREADS POSITIVITY THROUGH POETRY

The Brunswick shopping centre in London's Bloomsbury has teamed up with poet James McNerney to provide its visitors with moments of positivity throughout the summer.

Customers are able to see several of his new poems every week, displayed on chalk boards within the centre. These thought-provoking pieces are created to inspire, amuse and promote a positive mindset within the community.

The Brunswick is working closely with London creatives to create an arts hub in the heart of Bloomsbury and the 'Positivity Through Poetry'

event follows the introduction of the 'Brunswick Unplugged', live music event on Saturday lunchtimes.

Centre manager David Plumb said: "With such a huge focus on mental health in the media at the moment as well as our acknowledgement of the stresses of everyday life, we wanted our visitors to be able to enjoy some small moments of joy throughout the summer. Our partnership with James is just one of many we are working on with creatives in the community, with the aim of creating a vibrant hub, here in the heart of Bloomsbury."

