



20 August 2009

THE PEOPLE HAVE SPOKEN...

The public have spoken by casting their votes for their favourite local people who live and work in Stratford to star in the shopping centre's True Heroes advertising campaign.

Well over 100 applications were received in total of which forty six hopeful Heroes were listed on both www.stratfordshopping.co.uk the centre website and www.stratfordtruehero.co.uk a microsite - allowing all an equal chance to amass the most votes from friends and family alike.

The twenty most popular finalists on the vote closing date of 25th July were contacted to participate in a series of interviews with a panel of judges from the shopping centre. Needless to say, the finalists were all of a very high calibre as everyone qualified in terms of the most basic criteria: have a love for Stratford 2009 and a ready smile for the camera.

Danielle Charles, Marketing Manager for Stratford Centre says: "So the acid test was to find relevant ambassadors already active in the community who would best reflect our target audience and who could recreate the spirit that is uniquely Stratford. But we're proud to say that Stratford yet again proved to be a remarkable source of inspiration as the challenge was easily met!"

The six True Heroes that Stratford Centre will celebrate by allowing them to star for free in their local advertising campaign are: Ross Mathieu, Helen Lam, Ifran Ali, Adam Attew, Georgina Neil, and Emma Gartland. They will now participate in a professional photo shoot and we hope the public will recognise each one of their chosen heroes in different media in and around Stratford soon. So keep looking...

Meanwhile read about your true heroes whilst more will follow on www.stratfordshopping.co.uk

- ends -

**For further information please contact
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Ross Mathieu



- 20 yrs old
- Sports Science student
- Works in Perfume Shop part-time and as a lifeguard at local leisure centre
- Black belt Karate champion
- Currently part of the England Karate team and Great Britain University Karate team
- Won British International Karate Championships 2006 and 2007
- Lived in Stratford since birth

Helen Lam



- 24 Yrs Old
- Youth Activity Worker @ New Vic 6th Form Centre
- Passionate about Stratford and the regeneration
- Uses Stratford Centre as part of daily life
- Lived in Stratford since birth
- Completed all studies in the Borough
- Worked in Newham throughout career
- Through her work, Helen serves the community organising extra-curricular activities with the youth population

Adam Attew



- 21 yrs Old
- Hospitality Management Student and part-time cake decorator
- Passionate about the Stratford Centre
- Lived in Stratford since birth
- Completed all studies in the Borough
- Aspires to have his own business in Stratford

Ifran Ali



- 34 Yrs Old
- A successful local business man who owns the Stratford Pharmacy and KO Restaurant
- Has worked at the Stratford Centre since he was 9 yrs old – half the mall attended his wedding
- Family focused and classes his customers as his family too!
- Is a qualified Physiotherapist
- Competed in the 200m at the World Junior Games and has completed the London Marathon twice.

Georgina Neil



- 34 Yrs Old
- Full time mum to two children under 5
- Chose to make Stratford home 8 years ago from West Midlands
- Stratford Centre is an integral part of daily life
- Would like to see the centre become more of a destination for parents/children
- Ran her own internet retail business until 2008

Emma Gartland



- 21 Yrs Old
- Receptionist and published Poet
- Lived in Stratford since birth
- Has enjoyed seeing the area change and now begin to prosper
- Completed all studies in the Borough
- Aspires to be a Solicitor