

Happy
New Year

WINTER 2021

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Security Dispatch (24/7)
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PROPERTY MANAGEMENT UPDATES

SAFE AND HEALTHY

The team at Cerritos Towne Center hopes you and your family are staying safe and healthy during these unprecedented times. We are here to address any questions or concerns you have, so please reach out to us anytime. Above are our direct lines and email addresses.

MARKETING UPDATES

HELLO 2021 INSTAGRAM GIVEAWAY

The monthly contest for January is a Hello 2021 Instagram enter to win. Customers are asked to share with us their goals and aspirations for the new year in the comments below for a chance to win a \$100 gift card! The contest will run from 1/11 – 1/25.

Winner will be announced on/around January 27! If you would like to participate/contribute to the giveaway, please reach out to Alixandria Ogawa at aogawa@vestar.com.

Stay Safe
and
Healthy

CERRITOS TOWNE CENTER

Hello 2021

Over 2020? Us Too!

Our "Hello 2021" campaign is focused on **Hope & New Beginnings**.

What are your goals and aspirations for the new year?

Visit our Instagram [shopcerritos](https://www.instagram.com/shopcerritos) to share your response.

The top 5 responses will win a gift card to a store or restaurant at Cerritos Towne Center.



CERRITOS
TOWNE CENTER

MARKETING UPDATES

COUPLE MASKED & UNMASKED GIVEAWAY

The monthly contest for February is a couple Valentine's Day enter to win. Customers are asked to share with us a couple photo masked and unmasked through the Cerritos Towne Center website for a chance to win a \$300 prize package! The contest will run from 1/25 – 2/12. Winner will be announced on/around February 15! If you would like to participate/contribute to the giveaway, please reach out to Alixandria Ogawa at aogawa@vestar.com.

RETAILERS SPOTLIGHT: BATH & BODY WORKS

Bath & Body Works Semi-Annual Sale is back! This is the final week to shop the sale on last-chance fragrances plus all your favorites across in body care, hand soap and mores!

Bath & Body Works®

WEBSITE UPDATES

To keep the center's website up-to-date, please make sure we have your hours of operation, phone number, logo and website URL. Click [HERE](#) to visit the website directory and email Alixandria Ogawa at aogawa@vestar.com with any updates or changes that need to be made.

FREE MARKETING OPPORTUNITIES PACKET

Don't forget to send us your upcoming specials, events, sales or promotions! We will post them on our website and social media sites to help spread the word about your store's happenings. Please click [HERE](#) to download the 2021 Marketing Opportunities packet, and reach out to Marketing Manager, Alixandria Ogawa at aogawa@vestar.com with any questions or if you have any issues downloading the packet.

Note: Due to COVID-19, we have cancelled any upcoming in-person events. We will keep you updated as we continue to monitor the situation.

FACEBOOK
LIKES

7,962

INSTAGRAM
FOLLOWERS

2,048

WEBSITE HITS

6,760

TOTAL
SUBSCRIBERS

4,134



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