

SPRING 2024

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MARKETING UPDATES

CELEBRATE EARTH DAY AT CERRITOS TOWNE CENTER!

Starting on April 10th, visit our Earth Day Display located in between IHOP and Starbucks and grab a seed paper flower to plant at home to continue to "Help Mother Earth Grow."

EARTH DAY GIVEAWAY

The monthly contest for April is an Earth Day themed enter to win hosted on Cerritos Towne Center's Instagram and website to go along with our Earth Day display. The contest is running from April 12 to April 23. If you would like to participate/contribute to a giveaway, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com.

POSTER PROGRAM – MAY/JUNE

Our next Poster Program opportunity will install early May through June. Space is limited and offered on a "first come, first served" basis. Each merchant will be permitted to display one (1) one-sided poster and is responsible for the designing of the poster. If you would like to participate in the next round, please reach out to Alixandria Ogawa by April 18 at aogawa@vestar.com.



MARKETING UPDATES

MOTHER'S DAY GIVEAWAY

The monthly contest for May is an enter to win to celebrate all the mom's out there on Cerritos Towne Center's website. The contest will run from May 1 to May 14. If you would like to participate/contribute to a giveaway, please reach out to Alixandria Ogawa, Marketing Director at aogawa@vestar.com.

BUBBLE BASH SUMMER EVENT - JULY

Cerritos Towne Center will celebrate the summer with a bubble filled family event. The event is still being planned so stay tuned for the tenant memo with additional event details.

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 Marketing Opportunities packet, and reach out to Marketing Director, Alixandria Ogawa at aogawa@vestar.com with any questions or if you have any issues downloading the packet.



PROPERTY MANAGEMENT UPDATES

CERTIFICATE OF INSURANCE REMINDER

Please note that it is mandatory to have an updated COI on file **prior** to allowing any vendor roof access. We understand that emergencies happen, and it is for this very reason that we continually remind our tenants to make certain your vendor has a current COI on file! Please be mindful of **all** your vendors, this includes refrigeration vendors that may require roof access as well.

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