



PRESS RELEASE

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Leeds based Hebe Media has announced today that it has been appointed by Land Securities as the preferred digital supplier and brand ambassador for Trinity Leeds, which will open in the centre of Leeds in spring 2013.

Speaking about the appointment, Claire Reynolds, Marketing Manager for Land Securities said: "We are pleased to be working with Hebe Media as our digital specialists and have lots of exciting projects on the horizon together. It is an important appointment for our Trinity Leeds team as digital sits at the heart of our communication strategy and we are keen to support Leeds talent with one of the best digital agencies in the region"

"We have been talking to Land Securities about how we can work in partnership with them and the Trinity Leeds team, and are excited about our appointment", said Lee Hicken from Hebe Media. "Trinity Leeds represents a massive opportunity for Leeds and the potential goes way beyond just a great shopping experience."

Hebe Media is only 18 months old but has already developed a strong track record, managing communications for a world-leading digital school, Hyper Island, and owning two of the biggest and most active online networks in the city. LOL! Leeds Online, a network for the people of Leeds, reaches over 50 thousand people and UK Observing Diary, which speaks to an audience in the Far East about life in Leeds and London, reaches almost 90 thousand people with an incredible 10 million views each month.

"We are a team of trend researchers, fashion and lifestyle bloggers, content creators, event producers and more", adds Hicken. "This gives us a broad perspective on communications, particularly in relation to digital culture. We look forward to helping make some amazing things happen for the benefit of Trinity Leeds and the city as a whole."

The Trinity Leeds scheme has over 120 retailers and restaurateurs covering 1 million square feet and will bring big international brands and boutiques to Leeds, alongside a number of stylish restaurant and leisure operators. This urban city centre development will be a dynamic, evolving shopping experience and is set to become a retail beacon for the UK when it opens in spring 2013.

For more information / photos please contact:

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