

5 November, 2015

Next generation Target store to hit Orion Springfield Central

Australian retail giant Target has today announced the opening of its new store at Orion Springfield Central this November, as part of the retailer's roll-out of next-generation stores across the country.

The new Target Springfield store will open on Thursday 5 November at 9am, joining over 100 retailers and specialty stores at the Centre in the heart of Queensland.

Tim Kemp, State General Manager for Queensland, believes the new Springfield store will offer customers a very different and exciting experience in-store, with a world of 'next generation' enhancements to be introduced.

"We're delighted to be opening the doors to our Target Springfield, and to be sharing our new additions with local shoppers. From an in-store café, t-shirt printing through to a kids play zone, we know that local shoppers will be delighted with the new features available.

"At Target, we're constantly looking for new ways to surprise and delight our shoppers – and to make the experience enjoyable for the entire family. The next generation stores will transform the entire Target business – bringing the best of fashion including our swimwear and summer products, beauty, entertainment and home-wears under the one roof," said Mr Kemp.

Target Springfield includes new features for customers to enjoy in store with a parents' room, in-store café, digital photo kiosk, in-store alteration service, t-shirt printing station, kids play zone, online 'click and collect' shopping service and Happy Lab confectionary area.

Shoppers at Target Springfield will be treated to a world of surprises on opening day, with the first 100 customers at the store to receive a \$10 Target gift card, free balloons and face painting for children, as well as free coffee for the adults.

Kids will have the opportunity to meet TV character La La Loopsy on opening day, on the hour from 10-1pm.

The celebrations will continue into the weekend with a free balloons and face-painting for the kids, and a chance to meet the Teenage Mutant Ninja Turtles at 11am, 12pm, 1pm on the Saturday.

The new Target Springfield is located at 1 Main Street, Orion Springfield Central, 4300, QLD.

For further information, media and photo opportunities, please contact Courtney Webb from Ogilvy Public Relations on 03 8695 3503 courtney.webb@ogilvy.com.au or Tess Fisher Target Public Relations Coordinator 03 5246 2961 Tess.Fisher@target.com.au