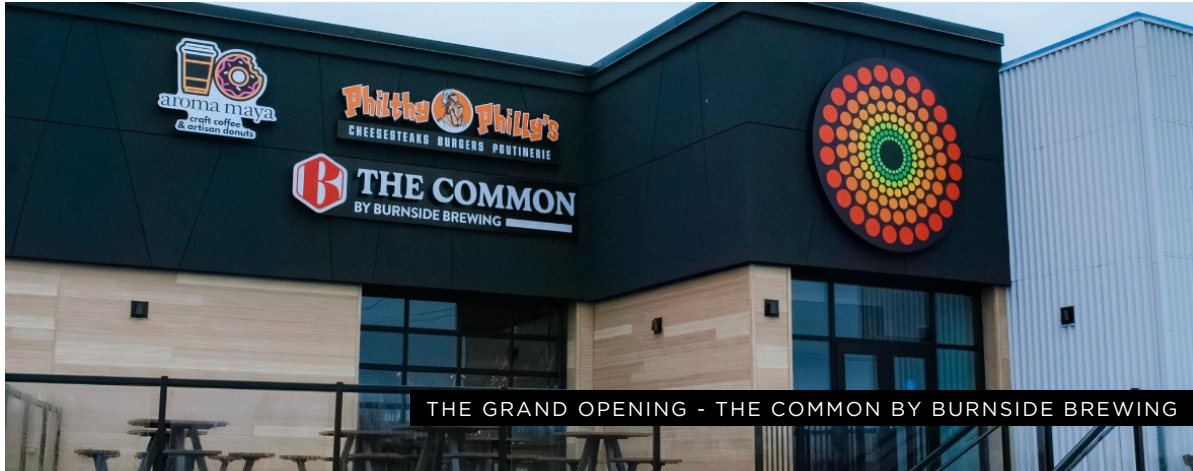


Quarterly Newsletter



April 2024



A message from the owners

We are pleased to announce the official Grand Opening of The Common by Burnside Brewing. The Common has invited the community to enjoy free drink samples, live music by Next Exit, door prizes, and giveaways, on April 6th, 2024, between the hours of 3:00 PM-6:00 PM. Indulge in meals from our food tenants while enjoying the great music.

The Pop-Up Truck continues to be a business tool for new tenants wanting to try their business platform at THE HUB. NOSH, after testing the Truro market is now building their business in Truro and is working on a new location in town. We are pleased to be a very small part of helping entrepreneurs.

Over the last quarter we have supported nonprofit groups including Third Place Transition House, Truro Housing Outreach Society and Colchester Foodbank. We continue to stay active in the community and always looking for ways to enhance the shopping centre experience.

Thank You to the community for your support.

Sincerely,

Doug and Arnold

In this newsletter you can expect:

Upcoming Events

Advertising Opportunities at THE HUB

THE HUB Community Contributions

Leasing Updates

Past Event Photos

Employee Profile Highlights



Advertising At THE HUB

Did you know that you can advertise at THE HUB?

Advertising available:

- Food Hall TV
- Washroom Posters
- Hallway Posters
- Digital Pylon Sign

Interested in advertising at THE HUB. Please email marketingatthehub@pm-co.ca for details.

Upcoming Events

- April - The Grand Opening of The Common by Burnside Brewing
- May - Victoria Day Car Show
- June - Pride and Canada Day

Past Event Photos

Stay connected and informed for event details, promotions, and updates by following @TheHubShoppingCentre on Facebook and Instagram.



**Employee Profile Highlights
Lois Pye**

Lois Pye has worked at the mall for over 32 years. She is a fun-loving, dedicated employee working at Charm Diamond Centres for 25 years and its predecessor for 8 years.

Lois's favorite memory during her time here would be a proposal from a couple in the store Charm Diamond Centres on a Sunday afternoon and they continue to be customers. She loves seeing the food hall transition and how vibrant and fun it has become with the music and events being held there.

Thank you, Lois Pye, for your 32 years of dedicated contributions to THE HUB.



A Message from the Marketing and Events Coordinator

In March we had a fun-filled March Break and for The Hub's Fun Final Friday Weekend the Easter Bunny was here and had the shopping centre hopping. Over 250 children got to say hi to the Easter Bunny, and The Mom Market - Northshore attracted shoppers from all over Colchester County.

Stay tuned for more events at The Hub! All upcoming events can be found on The Hub website at www.trurohub.ca/events.

THE HUB is Giving Back. The Hub is excited to announce that each month it will be supporting a nonprofit group in the community. Many of The Hub's shops and services also work to give back to the community and we are excited to highlight their contributions. For updates and information on how THE HUB Gives Back and highlights of THE HUB'S shop and services contributions, check out The Hub's website NEW community page at www.trurohub.ca/community.

If you are a non-profit community group and have a fundraising event that you would like to hold at THE HUB, email TheHub@pm-co.ca.

Thank you for supporting your community and events at THE HUB!

April Fisher
Marketing and Events Coordinator
The Hub Shopping Centre

Leasing

With the buzz of the holidays behind us, we are excited to start a new Leasing year at THE HUB! Pearle Vision is now in its new location in the Professional Centre joining Grant Thornton, Freshii, and Coverdale Clinic.

We have one space remaining in this building and is a great location for professional use that best serves our community! If you have any services that need a new location, contact Leasing@pm-co.ca.

With only a few spaces left in THE HUB, we are focusing on the retailers that are currently missing from the Truro area. We are working on a few exciting deals and can't wait to announce them in the next few months!

We have our Retail 'Pop-Up' Store available for short terms (as short as a weekend), and we have our 'Pop-Up' Food Truck still available throughout 2024. We are excited to continue to offer short-term, move-in ready spaces, for the local community to try out the Mall! Contact TheHub@pm-co.ca for more details on what is available!

Thank you for your continued support of our Tenants! We couldn't do it without you!

Craig Duinick
VP Operations - PMco"