

# Quarterly Newsletter



January 2025

# Happy New Year!

## A message from the owners

Happy New Year from THE HUB!

As we welcome 2025, we reflect on the many wonderful experiences we've had throughout the past year.

2024 brought us excitement with the introduction of new food hall tenants, fresh storefronts, and a range of enjoyable family event weekends!

Looking ahead to 2025, we aim to continue with this momentum to further develop THE HUB by adding new shops, services, and events for our community.

During the previous quarter, we extended our community support to charitable organizations including: The Colchester Food Network and the Truro Centurions Swim Club.

We remain committed to giving back in 2025 by supporting local organizations. As we look forward into the new year, we know that the success and growth from 2024 will only continue.

We want to thank you for an amazing year at THE HUB!

The best is yet to come!

**Sincerely,**

In this newsletter you can expect:

Advertising Opportunities at THE HUB

Past Fun Final Friday Weekend Event Photos

Coldest Night of the Year

Shops & Services Highlights

THE HUB Event Updates

Leasing Updates



@thehubshoppingcentre

THE HUB , 245 Robie Street, Truro, Nova Scotia | [www.trurohub.ca](http://www.trurohub.ca)

### 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
- Digital Indoor Sign

Interested in advertising at THE HUB?

Email us for more details: [marketingatthehub@pm-co.ca](mailto:marketingatthehub@pm-co.ca)

### Shops & Services Highlight

#### The Hub Crew - Friendly Faces

Have you met The Hub Crew? If you've been into the mall lately, you might recognize some of our team members. Our team is here to help you from 8am-4:30pm Monday-Friday!

Whether you're looking for a lost item, need a wheelchair, are looking for marketing opportunities, or would like to lease a space, our team is here to help!

Give us a call at [902-702-0973](tel:902-702-0973) and one of our staff would be happy to support you where we can!



Kevin

Tracey

Hillary

Cindy

### Past Fun Final Friday Event Photos

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



### THE HUB Event Updates

In October, THE HUB celebrated Halloween a few days early and we had the BEST TIME! With live music and over 400 kids trick-or-treating, it was such a success!

November's Fun Final Friday weekend kicked off a month of music at The Hub and saw the arrival of the big elf himself, Santa who posed for amazing photos by Bellody Rose Photography.

In December, we rang in the new year in style! We wrapped up our month of music event and then hosted a New Year's balloon drop followed by fun face painting & balloon animals!

Join THE HUB for our exciting event. All upcoming events can be found on our website at [www.trurohub.ca/events](http://www.trurohub.ca/events).

#### UPCOMING EVENTS

**JANUARY 31ST & FEBRUARY 1ST -**  
January Fun Final Friday -Winter Warm up!

**FEBRUARY 21ST -**

40+ Singles Event

**FEBRUARY 22ND -**

Coldest Night of the Year Event

**MARCH 8TH**

- International Women's Day
- The Mom Market North Shore
- Women in Music Concert Series

**MARCH 10TH-MARCH 15TH -**

March Break!

#### UPDATES

- January's Winter Warm up will bring indoor winter themed activities to keep the kids busy during those long winter days.
- February is a month of love and community! We will be hosting a Singles event with Find Ur Keeper and joining our local community at Coldest Night of The Year.
- International Women's Day is an important day to celebrate. We have so many local organizations and impressive women involved in this event!

Hillary Pitcher  
Marketing and Events Coordinator  
The Hub Shopping Centre

### Leasing Updates

2024 was a great year for The Hub Shopping Centre as we continue to grow and bring in new offerings for the community.

The holidays are always a busy time around The Hub, and we had our share of Holiday Tenants join us for a few months sharing their unique products and services!

We are all on the edge of our seats in anticipation for the opening announcement for Pretzelmaker & Mrs. Fields! They are hard at work in their space, and we are excited for the smell of fresh pretzels and cookies at the mall!

Lastly, have you seen that vacant building in our parking lot? BIG NEWS coming soon!

As we move forward into the new year, we hope to see more exciting leasing opportunities to arise, and we are excited for some more big announcements in 2025! Thank you for shopping at The Hub!

Craig Duinick  
Partner  
PMco



This February, The Hub is giving back by sponsoring this year's Coldest Night of the Year event on February 22nd in support of Truro Housing Outreach Society.

Join us as we help change the tune for people experiencing hurt, hunger, and homelessness.



<https://cnoy.org/location/truro>