

## **Media Release**

April 2024

### **Yamanto Central goes galactic for Star Wars Day on the 4th of May**

May The Fourth Be With You – is global Star Wars Day. It takes place on the 4<sup>th</sup> of May every year. This year, Ipswich will be home to its own unique event to celebrate Star Wars Day at Yamanto Central Shopping Centre.

Star Wars Day is an informal commemorative day observed annually on May 4 to celebrate the Star Wars media franchise created by filmmaker George Lucas. The day is a play on the famous phrase May The Force Be With You. Obi-Wan Kenobi used the phrase throughout his life to wish an individual or group good luck or good will. The observance of the day spread quickly through media and grassroots celebrations since the franchise began in 1977 and has become a worldwide phenomenon.

“We are excited to launch Ipswich’s first unique community event to celebrate Star Wars Day,” JMK Retail the owner of Yamanto Central Shopping Centre, Vicki Leavy said today.

“The event will take place at Yamanto Central Shopping Centre on Saturday May 4 from 10am to 2pm and will include a celebration of all things Star Wars. There will be something for everyone and it will be such a great day out for the family.

“The whole centre will be part of the celebrations. Many of our retailers will be undertaking their own unique activities offering something special to add to the fun and hype. In addition, the centre will be featuring life-size Star Wars characters including Stormtroopers for the kids to get up close and take selfies with.

“EB Games will be undertaking activities and giveaways throughout the day. They will also be showcasing games and characters.

“Children also have the opportunity to attend ‘free’ Jedi Training classes throughout the day and receive their own balloon lightsaber.”

Cafes and eateries will be participating in the fun and excitement with special Star Wars themed deals and discounts on food and drinks throughout the day.

“Here in Ipswich, we love pop culture, comics, games, fictional characters, anime and more,” Leavy said.

According to Leavy, Yamanto Central is looking to make the event an annual activity and grow it bigger each year.

“We are excited to be creating our own Star Wars celebration in Ipswich at Yamanto Central Shopping Centre and look forward to a huge day of fun, excitement and activity,” Leavy added.

## **Star Wars Day**

### **Yamanto Central Shopping Centre**

**May 5, 2024**

**Free activities throughout the day**

**Star Wars themed food and drinks**

**Giveaways and discounts**

**10.00am - 11.00am: Balloon twisters - receive a free balloon lightsaber**

**11.00am - 12.00noon: Jedi Training Show**

**12.00noon - 1.00pm: Jedi Training Show**

**1.00pm - 2.00pm: Balloon Twisters - receive a free balloon lightsaber**

## **About Yamanto Central**

Yamanto Central Shopping Centre is located in Yamanto, Ipswich and is considered one of Australia’s leading sub-regional shopping centres. Situated west of Brisbane, the centre boasts over 50 outlets including global brands as well as large anchor retailers including Kmart and Coles. The centre also offers a health and lifestyle precinct and outdoor dining area supported by ample free undercover parking.

[www.jmkretail.com.au](http://www.jmkretail.com.au)

ENDS

## **Contact**

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