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Big Boy's Toys' event at The Chimes, Uxbridge

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The Chimes shopping centre in Uxbridge has been enticing people with its 'Big Boy's Toys' event, which took place from 20 July until 2 August. The event centered around a dedicated 'ManZone', where an array of games and entertainment allowed men of all ages to recreate the joys of childhood!

Sport screens and Wii consoles proved the most popular, while others preferred to relax in the lounge with their free packet of McCoy's 'Man' crisps and copies of Zoo or Men's Health magazines.

Also on offer were men's fitness tests and free barber cuts, as well as giant Scalextric tracks at the weekends. To satisfy car enthusiasts, Moto GP and F1 car simulators stood alongside go karts. There was even a brand new Mercedes E-Class and a jetski for men to drool over.

Steve Jackson, who works at HMV, thought the event was a huge success. "We saw a lot more people in the centre throughout the week, our sales increased and there was a really good positive buzz in the atmosphere".

Michelle Moffitt, marketing manager at The Chimes, added: "This is great news for the centre, especially in the current climate. It's also nice to have a positive event to talk about amidst all the gloom and doom of the credit crunch".