

SCARBOROUGH TOWN CENTRE

BACKGROUND

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Scarborough Town Centre (www.scarboroughtowncentre.com) has developed into a vital hub for Toronto's east end since May 2, 1973, when it first opened as a 130-store shopping centre. It provided an active meeting place for the rapidly growing city of Scarborough – then with a population of approximately 200,000. Originally anchored by Eaton's, Simpsons and Miracle Food Mart, it also boasted one of the few Brewers Retail Stores (presently known as The Beer Store) located within a shopping centre.

Over the next 25 years, Scarborough Town Centre would continue to grow with the city of Scarborough by launching two major wings. Phase 2 opened an additional 240,000 square feet of shopping space on August 8, 1979 and Phase 3 introduced 177,000 square feet of space devoted to entertainment. Revealed to the public between 1998 and 1999 was the Famous Players Coliseum, a two-level Indigo Books (now replaced by Sportchek), HVM and other improvements including a new floor at the Bay and improved merchandise and renovations at Sears.

In between the construction of Scarborough Town Centre's two major phases was the completion of a new Light Rapid Transit System in 1985. This increased Scarborough Town Centre's potential as east-end Toronto's most important transport centre. Also a busy terminus for a significant number of TTC routes and GO Transit, the Centre became more accessible to those living in surrounding areas.

By the year 2000 onwards, the peripheral land around Scarborough Town Centre steadily developed to service the needs of the rapidly growing city. In 2000 Jack Astor's Bar & Grill opened at the East Side, in 2004 followed Milestone Grill & Bar, in 2005 was Lazboy Furniture and Best Buy, in 2006 Swiss Chalet Rotisserie & Grill opened at the North East Side by Progress Avenue and in 2008 Real Canadian Superstore opened across the Centre in "The Village". Between 2007 and 2009, the Centre saw renovations and construction of existing and additional stores in the centre including: Aéropostale, Bath & Body Works, lululemon, Mexx, Sephora and Tommy Hilfiger.

The city of Scarborough displays a strong, diverse population, currently over 600,000. Scarborough Town Centre's significant role in helping to better the vibrant community includes raising funds for Epilepsy Toronto through additional holiday gift wrapping services; being a major sponsor of the Scarborough Youth Centre; being a supporter of the Chinese Community Liaison Committee; and working closely with their Police 43 Division.

A strong symbol of the city's pride is the Scarborough Walk of Fame. Since its launch in 2006, 29 individuals have been honoured with stars including Lieutenant Governor, David Onley; NBA all-star, Jamaal Magloire; and Canadian artist, Doris McCarthy. Last year's inductees include international soccer star and Toronto FC captain, Dwayne de Rosario; television and radio broadcaster, Marilyn Denis; and environmentalist, Lois James. By the end of 2010, it will find a new home by the Centre Court – to be renamed, The Scarborough Walk of Fame Court.

Scarborough Town Centre is owned by AIMCo and Omers Realty and managed by Oxford Properties Group, one of North America's largest commercial real estate investment firms. Oxford owns and manages a portfolio of prime income-producing and development properties across Canada. Oxford's retail portfolio in Toronto includes Yorkdale Shopping Centre, Square One Shopping Centre, Royal Bank Plaza, Metro Centre and Richmond Adelaide Centre.

By the winter of 2010 Scarborough Town Centre will have completed its \$62-million transformation and renovation which began in the fall of 2008. The International Council of Shopping Centers (ICSC) awarded the Centre with the 2009 ICSC Maple Leaf Silver award for marketing excellence. The Centre's *UP* campaign, which included the successful *LIVE IT UP* contest that celebrated everything Scarborough, was created to help sustain interest and build strong brand equity with the occurring changes. With the completion of its renovation and its new retail mix, Scarborough Town Centre continually strives to meet its customers' needs by looking for fresh ways to create an enhanced shopping experience.