

SCARBOROUGH --- TOWN CENTRE

PRESS RELEASE

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SCARBOROUGH TOWN CENTRE TAKES THE GUESSWORK OUT OF HOLIDAY GIFT-GIVING

TORONTO: 'Tis the season to embrace the spirit of giving, prepare for unexpected pop-ins from family and friends and load up on holiday essentials. Scarborough Town Centre presents a budget-friendly holiday gift guide listing the necessities as well as unique items for every gift-giver this year. STC's \$62-million facelift and new retail mix was revealed November 17; just in time for holiday shoppers to check people off their gift list while experiencing the fashionable and fresh stores firsthand.

"Gift certificates are no longer considered the 'lazy person's gift'," said **Kathy Meyers, general manager, Scarborough Town Centre**. "People love to receive them and we know there will be more of them under the tree this year. And their popularity increases every year," added **Meyers**.

Renowned retail consultant, **Anthony Stokan**, teamed up with STC to find perfect holiday basics as well as unique items for every gift-giver. Stokan's best holiday tip is to stock up on seasonal essentials to relieve shopping stress. "Staple items are great last-minute presents for surprise guests, unexpected party invites or for extra cheer on Christmas morning," said **Stokan**.

PINK by Victoria's Secret, ONLY, Jack & Jones and **fiveoseven clothing** all moved into STC this year and increased the centre's profile, positioning it as a fashionable community hub. STC's variety of stores, bright atmosphere and accessible location make holiday shopping easy.

SCARBOROUGH TOWN CENTRE'S HOLIDAY GIFT GUIDE

- E-Reader: New e-readers feature improved contrast, sleeker design and longer battery life. Available at: **Sony Style** and **The Source**.
- Flannel or Silk Pyjamas: These are comfortable or luxuriously sexy - and not just for sleeping. Ideal for lounging on lazy mornings while sipping tea, coffee or enjoying a holiday treat. Available at: **La Senza, PINK, Old Navy, Aeropostale**, and ideal when paired with goodies from **DAVIDsTea, Starbucks, Second Cup, Timothy's World Coffee, Laura Secord, Godiva Chocolatier** and **Crabtree & Evelyn**.
- Boxers and Socks: Bright, colourful and comfortable, these holiday essentials are offered in a fantastic range of patterns. Available at: **Jack & Jones, American Eagle Outfitters, Old Navy** and **H&M**.

(more)

- Skin Care and Makeup: Delicious-smelling products and all-in-one makeup sets containing eyeshadows, lip glosses and blushes are always a hit. Great for a girlfriend, sister, daughter, mom, aunt and friend. Available at: **Sephora, Yves Rocher, M.A.C. Cosmetics, Shoppers Drug Mart and The Body Shop.**
- Bamboo Butcher Block: Bamboo is the best material for cutting boards. It's harder than maple and absorbs very little moisture compared to hardwoods. Available at: **Benix & Co., Bowring and the Bay.**
- Home Juicer: Get healthy at home. These stylish, sleek, stainless steel models are available from companies including Breville and Cuisinart. Available at: **Sears, the Bay and Personal Edge.**
- Crayola Colour Explosion Glow Board: Drawings can be made to appear and disappear on this light-up board, complete with cool 3D effects. Available at: **Wal-Mart and Toys Toys.**
- Digital Camera: These brightly-coloured, easy-to-use cameras by Fisher Price and VTech are virtually indestructible – perfect for budding photographers. Waterproof models are also available. Available at: **The Source.**
- Sing-A-Ma-Jigs: One of this year's hottest toys, these colourful Fisher Price critters sing everytime you squeeze them. Available at: **Wal-Mart.**
- Pet Picture Frame: Pet-lovers can show off photos of their furry friends. Available at: **Bowring, Pier 1 Imports and Urban Barn.**

Scarborough Town Centre – with more than 240 stores and services, *Freshened Up* to better serve the city of Scarborough. Located at Highway 401 between Brimley Road and McCowan Road, the extended holiday hours from December 1 to December 23 are Monday to Saturday, 9:30 am to 9:30 pm and Sunday 10 am to 8 pm. For more extended holiday hours from December 24 to December 31 visit www.scarboroughtowncentre.com. Having recently undergone a \$62-million renovation that began in fall 2008, Scarborough Town Centre improved its facilities and retail mix. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty.