

SCARBOROUGH TOWN CENTRE

PRESS RELEASE

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SCARBOROUGH TOWN CENTRE REVEALS A GRAND NEW LOOK ON NOVEMBER 17

STC'S TWO-YEAR, \$62-MILLION TRANSFORMATION RENOVATION GIVES SHOPPERS MORE

TORONTO: After two years of intensive renovation work, **Scarborough Town Centre** is ready to join the ranks of the nation's top shopping destinations as it unveils its \$62-million improvements and new retail mix on **November 17, 2010 at 4 p.m.** STC's Grand Reveal Celebration invites everyone to *Dress it UP* and get into the spirit as it presents the new Scarborough Walk of Fame Court, the *Live it UP* contest winner, as well as the enchanting new holiday décor and launch of Planet Santa. Scarborough celebrities Debra McGrath and husband Colin Mochrie will be the event's emcees.

"Scarborough's changing demographic represents many growing communities across Canada," said **Kathy Meyers, general manager, Scarborough Town Centre**. "Keeping up with the needs of the Scarborough Town Centre shopper has always been top priority for us. We're giving our consumers what they want – in a centre that's just kicked its shopping experience up a notch."

The Grand Reveal will take place in the Centre Court as celebrations kick off with the introduction of the new Scarborough Walk of Fame Court. Past Walk of Fame inductees such as educator Anson Taylor, athlete Cindy Nicholas and musician Johnny Cowell, will be present for the ribbon-cutting ceremony. *Live it UP's* three top finalists will then be announced before awarding the public-voted winner with \$5,000 in STC Gold Certificates. *Live it UP's* call-to-action online video contest reinforced Scarborough's strong sense of community, garnering close to 300 entries, as people shared personal stories about their city and their Centre.

To get everyone into the holiday spirit, STC introduces brand new holiday décor and Planet Santa. This life-sized assortment of whimsical snow globes artfully gives a peek into how Santa Claus prepares for his magical trip around the world. It features the mapping of his flight, a collection of wishes from all over the world and a countdown clock that ticks off the days until Christmas. Following Santa's arrival, the remainder of the Grand Reveal evening will feature family-oriented fun with balloon artists, face painters and lots of great prizes and giveaways.

NEW FACE

Renovation highlights feature an inviting, ambient atmosphere via state-of-the-art skylights; new escalators; contemporary column treatments and plantings on both the upper and lower level food courts; refurbished entrances to the building; and new state-of-the-art digital mall directories.

(more)

NEW RETAILERS

Scarborough's prime location defines an important market for U.S. and European retail brands looking to expand to Canada; consequently, the Centre welcomes first-to-market music and pop culture retailer, Hot Topic, as well as Jack & Jones and ONLY, retailers of Europe's most sought-after men's and women's contemporary fashion. Other new names added to the retail mix are PINK by Victoria's Secret, Browns, Crêpe de licious and DAVIDsTEA.

Scarborough Town Centre – with more than 240 stores and services – is *Freshening Up* to better serve the City of Scarborough. Located at Highway 401 between Brimley Road and McCowan Road, the centre is open Monday to Friday 10 am to 9 pm; Saturday 9:30 am to 7 pm; Sunday 11 am to 6 pm. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty. Visit www.scarboroughtowncentre.com for more details.