



International Council of Shopping Centers
1221 Avenue of the Americas, New York 10020
Tel: +1 646 728 3800 Web: www.icsc.org

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Contact: Brittany Hays
International Council of Shopping Centers
+1 646-728-3515

SCARBOROUGH TOWN CENTRE WINS THREE MARKETING AWARDS IN CANADIAN SHOPPING CENTRE COMPETITION

NEW YORK, October 21, 2011– The International Council of Shopping Centers (ICSC) in keeping with its long standing tradition of recognizing and honoring the shopping centre industry’s most cutting-edge, innovative solutions, and creative responses to market trends, as well as outstanding examples of retail store design has announced its winners for the 2011 Canadian Shopping Centre Global Awards program. As part of this exclusive shopping centre awards competition, ICSC is pleased to announce that Scarborough Town Centre, Scarborough, Ontario, awarded three 2011 Canadian Shopping Centre Global Awards, on Maple Leaf Gold Award and two Maple Leaf Silver Awards in this annual awards competition.

Scarborough Town Centre won its gold award in the in the Design and Development category of Renovation or Expansion of an existing project, which recognizes how new design and development standards have been established within an existing shopping centre such as enclosure or an addition. After 37 years, Scarborough Town Centre started a \$62 million renovation to modernize the centre and enhance the shopping experience. Consistent with its commitment to environmental conservation and sustainability, Scarborough Town Centre used this opportunity to implement new green policies including replacing aging and inefficient infrastructure, reducing water consumption via water saving washroom fixtures and an irrigation management system, expanding its recycling program, retro fitting its lighting and introducing an energy management system.

Scarborough Town Centre won its first silver award in the Advertising category, which recognizes strategic communications that advertise a shopping centre or company to its target market(s) and may include efforts in a single medium or those in a multimedia series or campaign, for its “DRESS IT UP! COME TRY US ON” campaign. With 11 months to go until Scarborough Town Centre’s renovation was complete, the centre created a fashion-forward, multi-channel advertising campaign to keep the momentum and buzz up prior to the unveiling of the new centre. Evolving from an already established platform, the “Dress It Up” online video contest was established to engage customer and generate buzz, with more than 54 million impressions.

In addition, the centre won its second silver award in the Grand Opening, Expansion & Renovation category, which recognizes a comprehensive marketing campaign intended to

introduce or reposition a new, expanded, or renovated shopping centre, for its “STC Grand Reveal” celebration. Scarborough Town Centre commemorated the completion of its \$62 million renovation with a multifaceted grand-reveal campaign that solidified its position as eastern Toronto’s most dominant fashion centre. The official ceremony, attended by more than 52,000 people, was themed “Celebrate Everything Scarborough” and featured the revealing of the new Scarborough Walk of Fame Court, homegrown celebrities, entertainment, the “Live it Up” online video contest winner announcement and the debut of the centre’s new Planet Santa Christmas decor.

Professional recognition for both these campaigns were given to Jai Lee, marketing director, Scarborough Town Centre; Kathy Meyers, general manager, Scarborough Town Centre; Roshan Ganie, property manager, Scarborough Town Centre; Bonnie Taylor, marketing coordinator, Scarborough Town Centre; as well as Liz Padilla, Duncan Aitken & Andrea Lane, Creative Agency, BLU.

Scarborough Town Centre is owned by Aimco & Omers Realty and is managed by Oxford Properties Group.

ICSC announced the winners of the 2011 Canadian Shopping Centre Awards during a ceremony at ICSC’s Canadian Convention in Toronto, Ontario. In addition, Scarborough Town Centre is now automatically entered to win ICSC's Best-of-the-Best VIVA Award. The ICSC Best-of-the-Best VIVA Awards, which recognize the shopping centre industry’s most cutting-edge properties, innovative solutions and creative responses to market trends, throughout the world, will be presented during ICSC's annual convention, RECon, May 20-23, 2012 in Las Vegas, Nev.

The 2011 Canadian Shopping Centre Awards are designed to recognize outstanding achievement in marketing, design and development of retail properties and retail store design and was open to shopping centre owners, developers, management companies, architects and designers, and retailers. Awards were given to shopping centres that are less than 150,000 square feet of total retail space; between 150,001 and 400,000 sq. ft. of total retail space; between 400,001 and 750,000 sq. ft. of total retail space; between 750,001 and 1,000,000 sq. ft. of total retail space; more than 1,000,000 sq. ft. of total retail space; a company/corporate initiative, joint centre effort; and mixed use project. For complete details on this and the other winners, visit ICSC’s global awards web gallery at www.icsc.org/canadianawards.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit www.icsc.org.

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