

For Immediate Release

Media Release

MAGIC COMES ALIVE AT CITY SQUARE MALL

**Magical Garden – Live Stage Performance**

**Singapore, 26 November 2009** - In keeping with its Green-theme, this Christmas, City Square Mall will be staging “Magical Garden”, a live multi-talented performance which celebrates the relationship of man and nature, highlighting the importance of the natural environment to living things. With the help of two magical fairies, a young girl is brought into the garden world, which is filled with bustling action of the daily lives of insects.

Presented by an award-winning cast comprising characters such as a Young Girl, a Grasshopper (stilt jumper), The Caterpillar Brothers (acrobats), The Butterfly Lovers (two aerialists), Pond Skater Sisters (two acrobat skaters), Magical Fairies (two professional dancers) and Gigantic Birds (two puppeteers), the performance is set to enthrall not only the young, but the young-at-heart with a display of aerial acrobatics, figure-skating and stilt jumping techniques as well as dance performances.

Choreographed by an international director, The Fairies and their performance is a key highlight which will add to the magical acrobatic performances by The Caterpillar Brothers whose accolade include the Silver Award in the World’s Best Young Acrobats 2005, held in Italy. Other notable accolades include The Butterfly Lovers, who won the Gold Award in China’s Best Acrobatic Act, 2004, while the Pond Skaters is an acrobatic act from the Beijing Xin Guang Acrobatic Troupe who has performed in America, France, Dubai and Italy and has won several awards in both local and international competitions.

The custom-designed set allows for unpredictable visual treats throughout the show and cabled set pieces evolve as the show progresses, promising to captivate and impress as the sets allow for performer interactivity with audiences.

*For performance dates and timings, please refer to Appendix A.*

**Power Up a Christmas Tree**

And to top it all off this Christmas, City Square Mall will present a 16-metre tall Christmas Tree, erected with recyclable metal frames which can be re-used for up to 10 years and fully adorned with energy-saving LED lights.

In line with City Square Mall’s commitment to raise eco-awareness amongst shoppers, tenants and our community, this Christmas tree comes with a special mechanism for the public to peddle and generate energy, lighting up part of the tree. For 3 days, from 11 to 13 December, between 6pm to 10pm, the public is encouraged to do their part for the environment by donating \$5 to participate. All proceeds will go to a pro-environment organisation.



Developed and Managed by:  
**CITY DEVELOPMENTS LIMITED**

### **'Greatest Static Cycling Distance in 24 hours'**

As part of their Christmas festivities, City Square Mall together with the Singapore Book of Records, are embarking on a challenge to break the Guinness World Record for 'Greatest Static Cycling Distance in 24 hours'.

Starting at 7.30pm sharp on Friday, 11 December, this event will see two teams of six participants competing to break the Guinness World Record. The event will end on 12 December 2009, between 7.30pm and 8pm, with an award-giving ceremony for the winning team.

In addition to the above and with many of the mall's tenants participating and supporting its green initiatives, thereby setting itself apart from all the other malls in Singapore, City Square Mall provides the perfect setting for the community to meet, play and shop while acquiring an eco-learning experience.

*For more information on Christmas promotions, please refer to Appendix A.*

Here's wishing one and all A Very Green Christmas!

End

### **About City Square Mall**

City Square Mall is located at the junction of Serangoon and Kitchener Roads (next to Farrer Park MRT station), on the site of Singapore's historic New World Park. Having close proximity to Little India, one of the Top 5 must-see tourist spots, with direct connection to Farrer Park MRT station, it aims to attract both local and tourist shoppers. Drawing inspiration from nature itself, the Mall was conceptualised, designed and built with state-of-the-art green building features and is the first mall in Singapore to be awarded the prestigious Green Mark Platinum Award by the Building and Construction Authority (BCA). The Mall is a precursor to a new generation of eco-friendly buildings and the first mall designed with the integration of an urban park.

With 700,000 sq ft of gross retail space, City Square Mall is home to some 200 tenants that caters to the lifestyle needs of today's discerning mid-income families. Offering a wide array of value-for-money merchandise and services, exciting promotional activities, street fare as well as international cuisine, City Square Mall is envisioned as a miniature 'town-centre' which provides the perfect setting for the community to meet, play and shop while acquiring an eco-learning experience.

When fully-open by the first quarter of 2010, the Mall, owned by CDL, will be one of the largest malls in Singapore.

For more information on City Square Mall, please go to [www.citysquaremall.com.sg](http://www.citysquaremall.com.sg).



Developed and Managed by:  
**CITY DEVELOPMENTS LIMITED**

**For media matters, please contact:**

Communications DNA

Pascale Leong / Sophia Ho

Tel: (65) 6327 7208

E: [pascale.leong@commsdna.com](mailto:pascale.leong@commsdna.com) / [sophia.ho@commsdna.com](mailto:sophia.ho@commsdna.com)

## Appendix A

### **Magical Garden Performance Dates & Timing**

Date: 5 – 13 Dec (except Mon)  
Time: 1pm, 3pm & 7pm (Sat & Sun)  
7pm (Tue – Fri)  
Venue: Level 1, Atrium

### **Christmas Promotions**

#### 1) Fabulous Christmas Giveaways (20 Nov – 31 Dec 2009)

- ❖ Spend a minimum of \$30\* to enjoy free parking worth \$2.50.
- ❖ Shop and receive a specially designed Christmas wrapper + tag and Solar LED Keychain with a minimum spend of \$50\*.
- ❖ Spend a minimum of \$150\* and receive an exclusive City Square Mall eco-umbrella, made of 100% recycled polyester yarn. 4 exciting colours for collection!

\*Maximum of 3 same-day combined receipts from any outlet except pushcarts and non-tenant atrium events. Limited to ONE redemption per shopper per day, regardless of total amount spent. Redemption is based on a first-come, first-served basis and while stocks last.

#### 2) Marvellous Magic Draw (20 Nov – 31 Dec 2009)

- ❖ Be the lucky shopper to walk away with a Honda Civic Hybrid (worth \$80,000<sup>^</sup>) or an Eco-tour package to Australia (worth \$12,000) or \$10,000 worth of Eco-products from Best Denki. Or you could be the winner of Metro, Soup Restaurant or The Manhattan Fish Market vouchers, whenever you shop at City Square Mall. Every \$50\* spent entitles you to ONE Lucky Draw chance.

\*Maximum of 3 same-day combined receipts from any outlet except pushcarts and non-tenant atrium events. Limited to a maximum of 50 chances per shopper per day, regardless of total amount spent.

#### 3) Magical Match – Name our Eco-Ambassadors (20 Nov – 31 Dec 2009)

- ❖ Let your creativity sparkle this Christmas! Name our two eco-ambassadors with your rationale of less than 30 words, and you could be the winner to walk away with \$300 worth of shopping vouchers.