

FOR IMMEDIATE RELEASE

City Square Mall Wins ‘We Welcome Families’ Excellence Award 2011

*Double celebration for Singapore’s first eco-mall as it celebrates its First Anniversary
and a prestigious award as a leading family-friendly mall*



Singapore, 21 March 2011 – City Square Mall, owned and managed by City Developments Limited (CDL), has received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council (BFC) ‘We Welcome Families’ Awards 2011. Supported by the Ministry of Community Development, Youth and Sports (MCYS), the ‘We Welcome Families’ Awards are conferred on businesses that demonstrate the highest standards of family-friendly business practices and facilities to welcome families as their customers. Winners are determined from criteria set out in the requirements of the BFC framework as well as from a public voting held from 15 January to 15 February 2011.



Developed and Managed by:

CITY DEVELOPMENTS LIMITED

“We are much honored to receive this award and we would like to thank everyone who has contributed to this success! Our sincerity in wanting to design a place where families can meet with friends to shop or dine with easy convenience was what helped us win this award. When planning our facilities and design, we have involved our staff with young kids and elderly parents to share their needs. We wanted to ensure that everyone in the family would enjoy a comfortable shopping environment. As we are celebrating the mall’s First Year Anniversary, the timeliness of receiving this award is momentous and we hope that families will keep enjoying our facilities and fun activities here at City Square Mall”, said City Square Mall’s spokesperson.

Since it officially opened last year, City Square Mall has organised many family-related events to provide the perfect setting for the community to meet, shop and play. Highlights of these events include:

- a) August 2010 – Singapore’s first collective breastfeeding session with over 100 mothers in celebration of World Breastfeeding Week 2010;
- b) September / October 2010 – Kids’ Wellness Fair to provide parents and children with different ways to prepare for the school examinations;
- c) September 2010 – Mid-Autumn Eco Lantern Tour organised for families through City Square Mall’s park, City Green (Park), where a story of the moon fairy was shared along with tips to protect the environment. City Square Mall also set a new record in the Singapore Book of Records for the largest lantern made from 2,168 origami bunnies;
- d) December 2010 – Launch of the Mall Walk programme in partnership with the Health Promotion Board (HPB) to encourage families to lead healthier and more active lifestyles;
- e) December 2010 – Bubble-themed Christmas celebrations featuring “Santa Bubbles Musical”, a live musical show produced and choreographed by award winning Hollywood action choreographer Jennifer Phillips and directed by Dr. Loretta Chen. City Square Mall also set a new record in the Singapore Book of Records for the most number of people standing within a soap bubble;



Developed and Managed by:

CITY DEVELOPMENTS LIMITED

- f) March 2011 – First Year Anniversary celebrations at *CandyVille* with a series of candy-related family entertainment events, a Sweet Eco Candy Show, a 10-metre high Lollipop Cake at City Green and a 6-metre high Birthday Cake.

Family-friendly facilities at the mall include spacious nursery rooms with hot water dispensers and automated sliding doors to ensure utmost privacy. A diaper-changing station is available in the restrooms, as well as a cubicle with a safe baby seat. In addition to bigger spaces for family parking lots, the wider corridors provide adequate walking space to fit shopping trolleys, prams and wheel chairs. At City Square Mall, every member of the family is ensured a seamless shopping experience through its various initiatives. To ensure maximum convenience for parents with young children, complimentary use of kiddy cabs and baby prams are available for loan from the mall's customer service centre. For more information on City Square Mall's family-friendly facilities please see the Annexes attached.

City Square Mall has been transformed into *CandyVille* for its First Anniversary celebrations to encourage all shoppers to get into a playful mood and draw them back to their childhood days of easy enjoyment with life's simple pleasures. The current festive activities include the weekend Candy Cone Hat Eco Workshop, the Count the Lollipops Contest with \$1,000 worth of vouchers to win, and special lunch time promotions. For more details on the mall's first year anniversary celebrations, please visit www.citysquaremall.com.sg

– END –

About City Square Mall

City Square Mall is located at the junction of Serangoon and Kitchener Roads and is directly connected to Farrer Park MRT station. Owned & managed by City Developments Limited, City Square Mall is Singapore's first eco-mall and is one of the largest malls in Singapore with 700,000 sq ft of gross retail space. The mall has some 200 tenants that cater to the lifestyle needs of everyone in the family and offers the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

180 Kitchener Road, City Square Mall #B2-29, Singapore 208539
Tel: +65 6595 6565 | Fax: +65 6509 3761 | www.citysquaremall.com.sg

Co. Reg. No.: 196300316Z



Developed and Managed by:

CITY DEVELOPMENTS LIMITED

City Square Mall is a family-friendly mall recognised by the Businesses for Families Council and is Singapore's first shopping mall to be awarded the prestigious Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore.

For more information on City Square Mall, please visit www.citysquaremall.com.sg

For media enquiries, please contact:

Maeva Sauve

Red Dawn Communications
on behalf of City Square Mall

E: maeva@reddawnpr.com

T: 8101 6855 / 6222 4704

Zun Oo

Red Dawn Communications
on behalf of City Square Mall

E: zun@reddawnpr.com

T: 9224 6665 / 6222 4704