

MEDIA ADVISORY

JOIN SESAME STREET FOR ECO FUN AT CITY SQUARE MALL
*City Square Mall welcomes the Great Singapore Sale with Sesame Street Live –
Meet & Greet, weekend eco-workshops and attractive promotions*



Photo Credit: TM/© 2011 Sesame Workshop

Singapore, 23 May 2011 - City Square Mall, owned and managed by City Developments Limited (CDL), will be celebrating the Great Singapore Sale (GSS) this year together with Sesame Street themed events from 28 May to 26 June. Targeting families who want to shop in a fun and eco-friendly environment, activities planned include a **Sesame Street Live - Meet & Greet** with Elmo, Cookie Monster and Grover, as well as **Sesame Street Eco-Workshops** every weekend where children can enjoy colouring and learning how to make green handicrafts using recycled materials.

On 28 May, City Square Mall will launch a “**Grow a Sunflower for Elmo**” Facebook game with Sesame Street Kids T-shirts and eco premiums to be won.

For mall promotions, shoppers get a chance to win one of 25 pairs of tickets to the **Sesame Street Live Asia Tour stage show – “Elmo’s Green Thumb”** in September with every \$50 spent, and an exclusive Sesame Street passport holder with \$120 spent. Singapore’s first eco-mall, City Square Mall, has created in-mall mailers which can be cut out and reused as a colouring sheet - as part of the mall’s eco-efforts to maximize the usage of print materials. The first 1,000 children aged between 3 to 12 years old who present their coloured pictures at the City Square Mall Customer Service Counter located on Level 2 will receive an exclusively designed City Square Mall eco-bag.



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City Square Mall will kick off GSS with a variety of promotions. GSS promotion offers from fashion tenants include 50% discounts on branded eyewear with any purchase from *Koolook*, up to 50% off *Cotton On* sale items and *Rose of Sharon* dresses, and up to 70% discount storewide from *Hush Puppies Footwear & Accessories*. Beauty and wellness tenant offers include discounts and free gift items at *Amore Living*, over 50% discount for a *Spa-Lon* Signature Photo Rejuvenation Treatment and attractive hair treatments and facial promotions from *Eden Salon – Exotic Hair & Beauty Spa*. Additionally, food and beverage tenants like *Jfreeze by Jollibean*, *KFC*, *Olio Café* and *The Uncle Sam's Claypots* will also offer special free items or discounts.

For more GSS offers at City Square Mall, please refer to Annex A below.

Session times for the Sesame Street eco-fun activities at City Square Mall are as follows:

1. Sesame Street Live – Meet & Greet at City Square Mall Level 1 Atrium

Get up close with Elmo, Cookie Monster and Grover, and snap a picture with the adorable trio!

Date: 28 May – 5 June 2011

Time: 7pm (Tuesday – Friday)

1pm, 4pm & 7pm (Saturday & Sunday)

2. Sesame Street Weekend Eco-Workshops at City Square Mall B2 Atrium

Children can participate in the Sesame Street colouring workshop and learn how to make green handicrafts using recycled materials. All workshop participants stand a chance to win attractive Sesame Street merchandise.

Date: 28 May, 4 June, 11 June, 18 June, 25 June 2011 (Saturdays)

29 May, 5 June, 12 June, 19 June, 26 June 2011 (Sundays)

Time: 2pm (Sesame Street Colouring Workshop)

5pm (Green Handicraft Workshop using recycled materials)

As part of GSS, City Square Mall will be hosting an Education Fair from 27 to 29 May. Education and Enrichment centres at the mall will offer attractive price promotions including \$12 off one Kidz Can Bake™ session at Genius R Us and free trial classes at Leap SchoolHouse.

To make it easier for families to visit the mall, there will be free weekday lunchtime parking and \$3 parking redemption for a minimum spending of \$30 at the mall.

City Square Mall Address: 180 Kitchener Road, Singapore 208539

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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.

City Square Mall is Singapore's first shopping mall to be awarded the prestigious Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. City Square Mall has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council (BFC) 'We Welcome Families' Awards 2011.

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

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Annex A: Tenants Promotions

S/N	Tenant	Location	Details
Fashion & Wellness			
1.	Amore Living	#06-01/07	<ul style="list-style-type: none"> Enjoy \$50 off and get a free Sports Kit \$48 Amore Pampering Spa Treatments For first-time customers only
2.	Cotton On	#01-28/29	<ul style="list-style-type: none"> Up to 50% off all sale items *Terms and conditions apply
3.	Echo of Nature	#01-14/16	<ul style="list-style-type: none"> Up to 50% off selected items Get a free membership card with purchases over \$200
4.	Eden Salon – Exotic Hair & Beauty Spa	#B2-33	<ul style="list-style-type: none"> Shiseido Rebonding at \$88 (U.P. \$160) with free protein treatment (worth \$75)
5.	GNC	#B1-K4	<ul style="list-style-type: none"> Up to 50% off *Terms and conditions apply. Not valid with on-going promotions, VIP privileges, discount cards and vouchers. Excludes foodstuff and selected items
6.	Hush Puppies Footwear & Accessories	#02-14	<ul style="list-style-type: none"> Up to 70% off storewide
7.	Koolook	#01-36	<ul style="list-style-type: none"> 50% off selected branded eyewear (U.P from \$250) with any amount spent
8.	Mu	#02-33	<ul style="list-style-type: none"> 30% - 70% off selected items Spend \$250 in a single receipt to get 1-year membership
9.	Perfumes Plus	#02-26	<ul style="list-style-type: none"> Up to 60% off storewide Spend \$100 and above to get a free perfume *Selected range only
10.	Rose of Sharon	#02-18	<ul style="list-style-type: none"> 50% off dresses (U.P. \$138 - \$158) Purchase 3 blouses and enjoy 30% off
11.	The Skin Pharmacy	#01-22	<ul style="list-style-type: none"> Free anti-aging serum 15ml (U.P. \$69.90) with a minimum purchase of \$300 in accumulated receipts. *Valid from 27 May to 24 July 2011
12.	The Spa-Lon	#03-01/02	<ul style="list-style-type: none"> The Spa-Lon Signature Photo Rejuvenation Treatment at \$100 (U.P. \$249)
13.	TianPo Jewellery	#01-12	<ul style="list-style-type: none"> Diamond Pendant at \$98 (U.P. \$328) *While stocks last
14.	Zass Boutique	#02-12	<ul style="list-style-type: none"> Up to 70% off storewide Ladies' Sandals Special Buy at \$7.90 Receive a gift with purchases above \$100

S/N	Tenant	Location	Details
Kids			
15.	Genius R Us	#07-08	<ul style="list-style-type: none"> \$12 off one Kidz Can Bake!™ session (U.P. \$42)
16.	Leap SchoolHouse	#09-09/10	<ul style="list-style-type: none"> Free Trial Class for 1st 20 sign-ups (U.P \$50) 8% off 1st Term Fees
17.	Metro	#01-06/11 #02-03/09 #03-03/09	<ul style="list-style-type: none"> Barbie/ Disney Princess Top/ Skirt/ Dress at \$15.80 - \$19.90 (U.P. \$23.80 - \$39.90) Kim's Kitchen Cupcake Maker at \$14 (U.P. \$24.90) ESPRIT Fitted Sheet Set (Single – King Size) at \$69.50 - \$109.50 (U.P. \$139 - \$219)
18.	Timezone/ TZ-Active Kids	#B2-19/21 #04-24/25	<ul style="list-style-type: none"> Get \$5 free game credits with \$10 spent Get \$10 free game credits with \$20 spent
Food & Beverage			
19.	Jfreeze by Jollibean	#B2-K10	<ul style="list-style-type: none"> Sweet Corn Soy Blended & Red Bean/Peanut Crispy Pancake at \$2 (U.P. \$3)
20.	KFC	#B1-29/30	<ul style="list-style-type: none"> Quote "CSM Rosta Special" to enjoy 1 Roasta, 1 Reg Whipped Potato and 1 Reg Pepsi at \$5
21.	Olio Café	#03-39/40	<ul style="list-style-type: none"> Get an Iced Mocha with Gelato at \$5.50 with any main course <p><small>*Valid from 3pm to 6pm, Mondays to Fridays, excluding Public Holidays</small></p>
22.	The Uncle Sam's Claypots	#04-26/29	<ul style="list-style-type: none"> 1 free dessert worth \$2.50 with every claypot rice ordered
Others			
23.	CyberActive	#04-22	<ul style="list-style-type: none"> Laptop cooler at \$25 (U.P. \$29.90) <p><small>*Limited to 1st 50 units, while stocks last</small></p>
24.	Dunlopillo	#03-35/36	<ul style="list-style-type: none"> Selected bedframes at \$1 with purchase of FLORELLE collection
25.	Mom's Cottage	#03-45	<ul style="list-style-type: none"> Up to 60% children's furniture, apparel and toys imported from US, Europe and Australia
26.	Newstead Technologies	#04-20/21	<ul style="list-style-type: none"> HP PC S5688D (Intel Core i5 – 3.2GHZ with Windows 7 Home Premium) at \$1,299 (U.P. \$1,399) + Free Trend Micro AntiVirus, Webcam and Stereo Speakers
27.	Picket & Rail	#03-42/43	<ul style="list-style-type: none"> 20% off regular-priced items 10% off set purchases above \$1,000 Nixon 2.5 Seater Sofa at \$599 (U.P. 1,699)
28.	Sealy Sleep Boutique	#03-33	<ul style="list-style-type: none"> Posturepedic Knightsbridge Queen Size Mattress + Bed Frame at \$2,899 (U.P. \$4,941)

S/N	Tenant	Location	Details
29.	Sunflower	#B1-12A	<ul style="list-style-type: none"> • Up to 70% off selected brands • Free envirosax bag (U.P. \$14.50) with every \$100 purchase • Free gift for all who “Like” Sunflower’s Facebook page

Terms and conditions:

All offers are valid at City Square mall only. All offers are valid from 28 May to 26 June only, and while stocks last. All offers are not valid with other promotions, sales/promotional items, discount cards, offers or discount vouchers. Free products/items may be substituted with other items of similar value at the discretion of the participating outlets, and while stocks last. Minimum spending amount is before GST and service charge, unless otherwise stated. Participating tenants reserve the right to amend the terms and conditions of their offers without prior notice. Other terms and conditions apply.

*All the offers are accurate at the time of release.
 Full list of offers available at www.citysquaremall.com.sg*