

FOR IMMEDIATE RELEASE

**City Square Mall and National Environment Agency Attempt
A Record Breaking Eco Event for Mid-Autumn Festival**

City Square Mall to set a new record in Singapore Book of Records for “Longest Line of Flower Pots”

*A series of eco art workshops, eco-lantern tours and other lunar tributes
will be held from 26th August to 16th September 2011*



Reusable plastic containers Dengue prevention messages

Singapore, 26 August 2011 – In celebration of the Mid-Autumn Festival, City Square Mall, owned and managed by City Developments Limited (CDL), will partner the National Environment Agency (NEA) to attempt a record breaking event for the Singapore Book of Records.

City Square Mall, Singapore’s first eco-mall, will be organising “Shiny Eco Workshops” from 27th August to 11th September during the weekends. During these workshops, the public will get a chance to display their creativity by decorating the reusable plastic containers.



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The decorated containers will then be transformed into unique, meaningful flower pots, which will be combined into one long line and entered into the Singapore Book of Records for “The Longest Line of Flower Pots”. This record-breaking event will be held on 10th September, 8.30pm at City Square Mall’s Basement 1 Fountain Square. To fully demonstrate the spirit of 3Rs, after the record-breaking event, the flower pots will be transformed into lanterns for shoppers to bring home.

Also, on 10th September, City Square Mall together with staff volunteers from CDL, will host children from beneficiaries of City Sunshine Club (CSC), CDL’s staff volunteer club. The children will join the public to celebrate the festival with exciting stage performances, games with prizes and 600 goodie bags to be given away.

Families, especially those with children, are encouraged to join City Square Mall’s exclusive “Mid-Autumn Eco-Lantern Tours” on this day with Chang Er and Jade Rabbit, as they share ecology related facts through creative storytelling. Participants will be brought on a fun and educational expedition through the mall’s many green spaces including City Green, a 49,000 square foot outdoor urban park integrated into the architecture of City Square Mall.

“With our eco-workshops, our shoppers are encouraged to be a part of our on-going effort to protect the environment, while exploring their creative side. Together with the specially created “Mid-Autumn Eco-Lantern Tour”, everyone in the family can learn more about protecting the environment as they celebrate the special occasion together. Celebrating Mid-Autumn Festival here at the mall means “making eco fun”. These workshops and eco-tours are a great way to enhance the eco-learning experience at City Square Mall, while making festive celebrations fun and meaningful,” said a spokesperson from City Square Mall.

NEA Central Regional Office Senior Manager for 3P, Mr Brandon Low, said, “We are encouraged by City Square Mall’s creative idea of using these reusable plastic containers to engage the community for the Mid-Autumn Festival and fully support them in this green cause. Furthermore, these containers will be used to form the longest line of flower pots to set a record in the Singapore Book of Records and

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

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NEA will also be sponsoring the plant stakes with dengue prevention messages. We hope that through this initiative, shoppers at City Square Mall can help spread this important message and take up personal responsibility to clear any stagnant water in their flower pot plates at home to prevent breeding of mosquitoes.”

“Active community participation is critical to reduce the number of mosquito breedings and stop dengue transmission. We would like to remind those living in clusters where dengue is transmitting to be more vigilant and to apply insect repellent to protect themselves and help prevent the spread of the virus to their loved ones, and to spray insecticide at places where adult mosquitoes tend to rest and hide, such as in dark corners, underneath beds and furniture and on curtains. Members of the public can obtain more information on the latest dengue clusters at www.dengue.gov.sg or through NEA’s myENV iPhone app,” Mr Low added.

In addition to being a part of the meaningful and creative eco-workshops for Mid-Autumn Festival, shoppers can also enjoy other festive treats at the mall. The “Radiant Mooncake Fair” will be held at the Level 1 Atrium from the 2nd to 11th of September where there will be a selection of festive delights from The Regent Singapore, Holiday Inn Atrium, Grand Park City Hall, Bakers Cottage and more. Mall promotions include giveaways of attractive Tea Mugs together with lucky draw prizes. Additionally, shoppers visiting the mall during lunchtime on weekdays can enjoy complimentary parking.

For a complete list of Mid-Autumn Festival activities and promotions at City Square Mall, please refer to Annex A.

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About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering 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 Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category).

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

About the National Environment Agency

Formed on 1 July 2002, the National Environment Agency (NEA) is the leading public organisation responsible for improving and sustaining a clean and green environment in Singapore. The NEA develops and spearheads environmental initiatives and programmes through its partnership with the People, Public and Private sectors. It is committed to motivating every individual to take up environmental ownership and to care for the environment as a way of life.

By protecting Singapore's environment from pollution, maintaining a high level of public health and providing timely meteorological information, the NEA endeavours to ensure sustainable development and a quality living environment for present and future generations.

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Annex A
Mall Events & Promotions

S/N	Date	Events / Promotions	Time	Venue
1	26 August – 16 September	Mall Promotions <ul style="list-style-type: none"> Spend \$50 and redeem a \$3 parking coupon plus a Lucky Draw chance to win: <ul style="list-style-type: none"> 1st Prize: \$1,000 V.hive vouchers 2nd Prize: \$500 Picket & Rail vouchers 3rd Prize: \$300 Picket & Rail vouchers 10 Consolation Prizes: \$100 Picket & Rail vouchers each Spend \$150 and redeem an attractive Tea Mug (Limited to the first 5,000 redemptions) 	-	-
2	26 August – 16 September	Free Weekday Lunchtime Parking Enjoy free weekday lunchtime parking from 12pm to 2.30pm (except public holidays).	-	-
3	27 – 28 August, 3 – 4, 10 – 11 September	Shiny Eco Workshops Get creative and contribute to a good cause, while helping City Square Mall and NEA attempt a recording breaking event for “The Longest Line of Flower Pots”. Workshop participants will receive an eco-bag and a pair of lanterns as a token of appreciation.	1pm, 4pm & 7pm *No workshop at 7pm on 10 Sep (Sat)	Level 1 Atrium

4	2 – 11 September	Radiant Mooncake Fair Featuring festive bakery and snack delights from: Mugiya, Bakery Cuisine, SDS, Grand Park City Hall, The Regent Singapore, Holiday Inn Atrium, Bakers Cottage, Peninsula HK and Old 60's	10am – 10pm	Level 1 Atrium
5	10 September	Mid-Autumn Eco Fiesta <ul style="list-style-type: none"> • Free goodie bag redemption with completed cut-out form (Limited to the first 600 kids, 3 – 12 years old) • Eco-lantern tours <ul style="list-style-type: none"> ➢ Fun and educational guided tour by Chang Er and Jade Rabbit for families through the mall's many green spaces including City Green, a 49,000 square foot outdoor urban park integrated into the architecture of City Square Mall. Ecology related facts would be weaved into the story telling to enhance the eco-learning experience and make the festive celebration more meaningful. • Stage performances: Jimmy Juggler, Luminance Show, magic shows and stage games with prizes to be won. • 100.3FM DJ Carine Ang will be reporting live from the event • City Square Mall hosts kids from beneficiaries of City Sunshine Club 	6pm – 9pm	

		<p><u>Programme Line-up:</u></p> <p>6pm – Opening and Stage Games</p> <p>615pm – Magic Show</p> <p>645pm – Stage Games</p> <p>7pm – Jimmy Juggler Show</p> <p>730pm – Stage Games</p> <p>745pm – Magic Show</p> <p>815pm – Luminance Show</p> <p>830pm –Officiating of “The Longest Line of Flower Pots” by Singapore Book of Records</p> <p>9pm – End of Event</p>		
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