

FOR IMMEDIATE RELEASE**Go Green with City Square Mall on Earth Day**

Encouraging environmental awareness among shoppers through tenants and mall activities



Singapore, 19 April 2012 – In conjunction with Earth Day, Singapore's first eco-mall, City Square Mall, owned and managed by City Developments Limited (CDL) will be giving **eco colouring bags** to children on 21 and 22 April, in hopes of inculcating environmental awareness amongst the next generation of Singaporeans. By personalising the bag with their unique doodles, this would motivate and inspire children to re-use the bags, and encourage the practice of eco-friendly habits in their daily lives. The activity reinforces City Square Mall's continual objective to make eco fun.

With recycling a key aspect in reducing the world's carbon footprint, one of City Square Mall's anchor tenants, Amore Fitness, also seeks to encourage environmental awareness during Earth Day by conducting a sportswear recycling drive at their road show held in the mall's atrium from 20 to 22 April. The collected sportswear will be donated to The Salvation Army. As an incentive, both Amore members and non-members will enjoy discounted fees for Amore's special Eco Circuit Training Race in City Square Mall and other goodies when they bring their used sportswear for recycling.

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City Square Mall engages its tenants in its green initiatives and persuades their receptivity to implement eco practices in their operations in a number of ways – through briefings on how to make fitting-out works environmentally friendly, conducting tours to food recycling plants for Food & Beverage tenants, and recommending the use of energy efficient lights, equipment and materials.

Singapore's largest supermarket retailer, **NTUC FairPrice**, launched its pilot eco-friendly outlet in City Square Mall with features such as a green store design with eco-friendly technology installed, using biodegradable carriers, collecting plastic bottles and drink cans for recycling, as well as offering over 400 environmentally-friendly products. The supermarket also has two check-out counters dedicated to shoppers with their own grocery bags.

Another tenant, **Kopitiam**, utilises eco-friendly and Singapore Green Label certified takeaway packaging, and places eco-friendly messages on its design fixtures at its City Square Mall outlet to encourage diners to adopt these practices. For its efforts, Kopitiam received the award as an “**Eco-Food Court**” under a certification scheme by the Singapore Environment Council, which assesses the environmental management system in a food court from its environmental policies to water, energy and waste management.

In encouraging tenants to do their part in reducing waste, City Square Mall set up a designated recycling area at the mall's loading bay, and placed recycling bins at convenient locations within the mall such as near escalators and lift lobbies as well as at the public park, City Green.

Details of City Square Mall's Earth Day events:

1. Eco Colouring Bag Giveaway

Shoppers with accompanying children aged 3 to 12 years old may redeem an eco colouring bag, by presenting a receipt of any amount on the day of redemption. There will be tables for children to colour their eco colouring bags on the spot. Limited to one redemption per child per day.

Date: 21 – 22 April 2012 (Saturday and Sunday)

Time: 1pm – 3pm, 4pm – 6pm

Venue: Level 1 Atrium

2. Amore Earth Day Road Show

Date: 20 – 22 April 2012 (Friday – Sunday)

Time: 10am – 9pm

Venue: Level 1 Atrium



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

3. Amore Eco Circuit Training Race

Date: 22 April 2012 (Sunday)

Time: 8am – 11am

Venue: Various locations within City Square Mall

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). City Square Mall was also awarded first runner-up for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011.

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