

MEDIA ADVISORY

City Square Mall creates an eco-themed Sesame Street Game in Facebook *Singapore's first eco-mall launches a Facebook family game to tie in with the Great Singapore Sale promotions and June school holidays*



Photo Credit: TM/© 2011 Sesame Workshop

Singapore, 2 June 2011 - City Square Mall, owned and managed by City Developments Limited (CDL), has launched “**Elmo’s Garden**”, a Sesame Street game on its Facebook page www.facebook.com/citysquaremall to tie in with the mall’s activities for the Great Singapore Sale promotions and June school holidays. From now till 26 June, fans of City Square Mall can grow a virtual garden on Facebook, where the top 30 most “Liked” gardens with at least five flowers (inclusive of a sunflower) will win Sesame Street Kids T-shirts and eco-premiums.

The theme for the game is based on the new Sesame Street Live Asia Show “Elmo’s Green Thumb” and seeks to promote greater awareness about Earth and the environment among City Square Mall’s Facebook fans.

The “Elmo’s Garden” Facebook game is suitable for teenagers aged 13 years old and above who qualify to register for an account on Facebook. Understanding that computer users are becoming younger, this Facebook game also provides a great opportunity for families with young kids to bond over an interactive online game. And the timely launch of



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this Facebook eco-themed game further solidifies City Square Mall as a family and eco-conscious establishment that will grow to educate and entertain generations of families to come.

In order to start playing this game, users have to “Like” the City Square Mall Facebook page, register by answering a simple question, and earn credits to buy flowers to grow their gardens. Credits are earned when:

- Players check in at City Square Mall via Facebook places and take a picture with the GSS promotional posters in the mall and post on the wall (15 credits)
- Players share the game with a friend (5 credits)
- Players water a friend’s garden (5 credits)
- Players’ friends water their gardens (5 credits)
- Players answer an eco-question (5 credits)

City Square Mall’s Facebook page has garnered over 5,000 fans as of May 2011. Eco-tips are posted every Wednesday to encourage fans to participate in sustainable eco-lifestyles. Shoppers visit the Facebook page regularly for updates on the mall’s latest events and activities, or to check out the promotions available in the mall. Interactivity amongst shoppers has doubled by over 200% since City Square Mall’s Facebook page was launched in March 2010.

“We wanted to use Facebook this time round to promote our Sesame Street themed promotions. With the launch of the Sesame Street “**Elmo’s Garden**” Facebook game, we can engage our fans using ‘pull’ instead of ‘push’ factors. At the same time, we can continue to promote eco-awareness amongst our Facebook fans. To promote our Great Singapore Sale activities, we have also created a special GSS tab on our Facebook page to provide updated information on the various in-mall promotions for our shoppers and fans. Through Facebook, we get to interact with our shoppers more easily and can make necessary improvements in a timely manner.” said a City Square Mall spokesperson.

City Square Mall shoppers can stay connected on their mobile devices with Wireless@SG Wi-Fi hotspots available throughout the mall. With Wireless@SG installed within the mall,

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the mall's management is also able to broadcast information wirelessly onto the mall's indoor LCD screens and outdoor plasma screen.

City Square Mall clearly illustrates that with the right strategic sustainability model, a mall can make good business sense while serving the social interests of the community and conserving the environment.

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About City Square Mall

City Square Mall is Singapore's first eco-mall and is located at the junction of Serangoon and Kitchener Road. Owned & 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 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. In May 2011, the mall has received two additional green awards because of its eco-efficient building features, the FutureArc Green Leadership Award 2011 (Commercial Architecture) and the FIABCI Prix d'Excellence Awards 2011 (Retail Category) held in Cyprus. For more information on City Square Mall, please visit www.citysquaremall.com.sg

Note to Editors: Please see below for proposed story pitches

- City Square Mall launches Facebook game to promote GSS
- Malls get tech savvy
- Different approach to marketing

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