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**CITY DEVELOPMENTS LIMITED**

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Media Release

## **CITY SQUARE MALL — A SHOPPING HAVEN FRIENDLY TO THE ENVIRONMENT & FAMILIES**

**SINGAPORE, 20 March 2010** - City Developments Limited (CDL) celebrated the grand opening of City Square Mall, Singapore's first eco-mall on Saturday, 20 March 2010. Officiating at the event were Guest-of-Honour, Minister for Community Development, Youth and Sports Dr Vivian Balakrishnan, and Mr Kwek Leng Joo, Managing Director of CDL. Other distinguished guests included government agencies, non-governmental organisations, tenants, suppliers and business associates - all of whom have helped, in one way or another, to support the development and bringing to fruition this uniquely positioned mall.

The mall marks the celebrated opening by achieving the Businesses for Families Mark (Mark), which is awarded to organisations that have met specific family-friendly standards relating to their strategy, services and infrastructure. The Mark is a national accreditation programme initiated by the Businesses for Families Council (BFC) and supported by the Ministry of Community Development, Youth and Sports (MCYS).

"I am pleased that malls are becoming more family friendly. I congratulate City Developments Limited for their success in translating this concept into reality in City Square Mall, and hope that more private corporations will help make Singapore the best place for families and children," said Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports.

"Designed and built with environmental sustainability in mind, City Square Mall serves as a miniature "town centre" offering the perfect setting to meet, shop and play. Apart from the Green Mark Platinum Award accorded by the Building and Construction Authority, the Businesses for Families Mark is another prized jewel in the crown. Throughout the mall, there are extensive family-friendly features to ensure a comfortable, convenient and enjoyable experience for families. 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." said Mr Kwek Leng Joo, CDL's Managing Director.

The mall, which opened its doors to the public at its soft launch in September 2009, hosts an extensive mix of eco-friendly tenants such as NTUC FairPrice, Kopitiam and Picket & Rail, as well as family-friendly tenants such as Amore Living (Fitness & Spa), MindChamps Preschool and OCBC Bank.

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In line with its quest to be both an eco-friendly and family-friendly mall, City Square Mall encourages tenants to adopt the Businesses for Families (Pledgers and/or Markers) programme. The national accreditation programme recognises businesses that go the extra mile to cater to families. Other family-friendly tenants who have received the mark include McDonald's and Soup Restaurant (*Please refer to Appendix A for a complete list of tenants who have adopted the Businesses for Families Pledgers and Markers*).

City Square Mall has put in place a number of family-friendly features, especially for families with young children. These include designated family parking lots, ample seating for young and old shoppers, diaper-changing stations, hot/cold water facilities in the nursery rooms, baby seats within toilet cubicles, urinals for boys in female toilets, child basins and taps in all toilets and outdoor playground.

Furthermore, the underpass which directly links the mall and Farrer Park MRT station (NEL) was launched end December 2009, making it more convenient and accessible to visit the mall. This year, the mall also added an extensive list of fresh tenants including new concept restaurants such as Kichi Kichi Express Rotary Hotpot, and an upcoming education hub that is over 24,000 square feet, featuring CMA Mental Arithmetic Centre, Genius R Us (Baking, Crafts & Enrichment for kids), Leap Schoolhouse, Learning Habitat, Magic Fiddler, MindChamps Preschool, Monford International College and Spark Learning Centre.

Besides its retail attractions, City Square Mall is also the first mall in Singapore designed with the integration of an adjacent sprawling 49,000 square foot state owned urban park called City Green. This recently completed outdoor park includes an eco-playground that features equipment constructed with wood sourced from forest product producers certified by the Forest Stewardship Council (FSC), a certification system that promotes responsible forest management worldwide.

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## **City Square Mall**

City Square Mall, is located at the junction of Serangoon and Kitchener Roads (next to Farrer Park MRT station), on the site of Singapore's historic New World Park. Having close proximity to Little India, one of the Top 5 must-see tourist spots, with direct connection to Farrer Park MRT station, it hopes to attract both local and tourist shoppers. Drawing inspiration from nature itself, the mall was conceptualised, designed and built with state-of-the-art green building features and is the first mall in Singapore to be awarded the prestigious Green Mark Platinum Award by the Building and Construction Authority (BCA). The mall is a precursor to a new generation of eco-friendly buildings and the first mall designed with the integration of an urban park.

Home to 200 tenants that caters to the lifestyle needs of today's discerning mid-income families, City Square Mall offers a wide array of value-for-money merchandise and services, exciting promotional activities, street fare as well as international cuisine. The mall is envisioned as a miniature 'town-centre' which provides the perfect setting for the community to meet, play and shop while acquiring an eco-learning experience.

Owned by City Developments Limited, City Square Mall is one of the largest malls in Singapore.

For more information on City Square Mall, please visit [www.citysquaremall.com.sg](http://www.citysquaremall.com.sg)

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## **Appendix A**

### **List of Businesses for Families Pledgers**

1. Amore Living (Fitness & Spa)
2. Bata
3. Burger King
4. Giordano
5. GNC Live Well
6. Guardian Pharmacy
7. Hush Puppies
8. Kopitiam
9. Mini Toons
10. Mr Bean
11. NTUC FairPrice
12. Popular Bookstore
13. Swensen's
14. Subway
15. Sundanese Sayang
16. The Coffee Bean & Tea Leaf
17. Wan Yang Health Product and Foot Reflexology Centre
18. Watsons Your Personal Store

### **List of Businesses for Families Markers**

1. McDonald's
2. OCBC Bank
3. Soup Restaurant