

#### FOR IMMEDIATE RELEASE

## The Smartest Place for Families - City Square Mall

City Square Mall's Annual Kids' Health and Wellness fair is back with smart weekday rewards,



smart deals and smart savings.

**Singapore, 20 September 2011** – City Square Mall, owned and managed by City Developments Limited (CDL) will be hosting fun and family-focused activities for its annual Kids' Health & Wellness Fair which will take place from 23 September to 30 October. These activities will help families stay healthy together, and will offer smart weekday rewards and smart deals where shoppers can redeem one free pack of BRAND'S® AlphaMynd Essence of Chicken for Children with Vitamin B12 with a minimum spend of \$300\*.

"As a family mall, our priority is to provide what's best for our shoppers. Our Kids' Health and Wellness promotions are organised with families in mind, where parents can take their children to the mall for a short breather from studying. From our weekday rewards, to the tea-time offers and 180 Kitchener Road, City Square Mall #B2-29, Singapore 208539 Tel: +65 6595 6565 | Fax: +65 6509 3761 | www.citysguaremall.com.sg

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discounts for health and wellness products, we have a range of promotions and activities that caters to everyone in the family," said City Square Mall's spokesperson.

On 24 and 25 of September, there will be an **All's Smart and Well Fair** where parents can choose from a range of different activities and classes offered by the mall's tenants to help children excel in life. Exclusive offers range from discounts for music classes for new students who enrol at the *Magic Fiddler* to parent-child workshops to learn Cookies Baking & Decorating at *Genius R Us. SinChong* which specialises in traditional Chinese medicine and herbs will offer discounts for parents who are seeking to help their children stay healthy during the examinations period.

From 23 September to 30 October, the whole family can also enjoy **Smart Savings** - \$5 weekday tea-time treats at City Square Mall from 2.30pm to 5.00pm at participating tenants such as *Andersen's of Denmark*, *Four Seasons Organic Market & Café*, *The Manhattan FISH MARKET* and more!

Shoppers visiting the mall can also check out **Smart Deals** by tenants such as *CMA Mental Arithmetic, POPULAR Bookstore, Q&M Dental Centre, Koolook, GNC, LEAP SchoolHouse* who will all have special discounts for customers.

For a complete list of City Square Mall's **All's Smart and Well Fair, Smart Savings** and **Smart Deals**, please refer to Annex A.

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\*Minimum spending of \$400 required if inclusive of NTUC FairPrice receipts • Limited to first 3,000 redemptions on weekdays only (except Public Holidays) • Maximum of 3 same-day combined receipts from any outlet except pushcarts and non-tenants atrium events • Limited to one redemption per shopper per day, regardless of total amount spent • Redemptions are on a first-come-first-served basis and while stocks last • Redemptions must be made on the same day of purchase • Other terms and conditions apply



#### About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Sera goon 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 Farer 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 Future Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix excellence Awards 2011 (Runner-up in the Retail category).

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



#### Annex A

# a. All's Smart and Well Fair at Level 1 Atrium

## 24 and 25 September 2011

S/N	Tenant	Promotion
1	Genius R Us #07-08	Enjoy 45 mins of Zoo Safari Cookies Baking & Decorating at only \$12 per child (U.P \$25) or \$20 for 1 parent & 1 child (U.P \$35).
2	Magic Fiddler #09-11	<ul> <li>10% of first term course fee</li> <li>50% off trial class (U.P \$40)</li> <li>Free \$10 Andersen's Ice Cream Voucher for new sign-ups</li> </ul>
3	SinChong #B2-51	<ul> <li>- 20% off all Tianbao Cordyceps Grade #4600/kg</li> <li>- 40% off Wolfberry and He Tian Jujube(Chinese Date)</li> <li>- Buy One Get One Free for Dendrobium and Wild American Ginseng</li> </ul>

## b. <u>Smart Savings - \$5 Tea-Time Treats</u>

# 23 September to 30 October 2011 (Weekdays only, 2.30pm to 5.00pm)

S/N	Tenant	Promotions
1.	Andersen's of Denmark #02 – K11/K13	Banana Madness Smoothie @ \$5 (U.P \$8)
2.	Banquet #B2 – 01/04	<ul> <li>Buddy set meal A: 1 Choco Banana Prata + 1 Egg Prata + 2 Teh Tarik @ \$5 (valid from 23 Sept – 29 Sept)</li> <li>Buddy set meal B: 2 Half-boiled Eggs + 2 Kaya Toast + 2 Tea/Coffee @ \$5 (valid from 30 Sept – 6 Oct)</li> </ul>
3.	Four Seasons Organic Market & Café #03 – 46/47	Organic Pumpkin Soup with Bread @ \$5 (U.P \$6.50)
4.	Kopi Alley #B2 – K10	1 Chicken Floss with Mayonnaise Soft Bun + 1 Spicy Shrimp Floss Soft Bun + 2 Hot Tea/Coffee @ \$5/set (U.P \$6/set)
5.	Kopitiam #04 – 31/32	Choice of any 3 baskets of Steamed Dim Sum @ \$5 (U.P \$6.90)
6.	The Manhattan FISH MARKET #04 – 12/13	- Brownie with Ice Cream + Flavoured Tea @ \$5 (U.P \$9.40)
7.	Toast Box #01 – 42/43	2 cups of Hot Kopi or Teh, 1 slice of Butter Milk or Tom Yum Garlic Thick Toast + 1 slice of Tea Cake @ \$5 (U.P \$6)

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### c. Smart Deals

#### 23 September to 30 October 2011

S/N	Tenant	Promotions
1	CMA Mental Arithmetic #07 – 10	8% off course fee (For 1st time enrolment only)
2	Four Seasons Organic Market & Café #03 – 46/47	15% off selected natural and organic product for kids
3	Genius R Us #07 - 08	<ul> <li>Kidz Can Bake!<sup>™</sup> (age 5 - 12 years old) \$28 per child (U.P \$42)</li> <li>Tots Can Bake!<sup>™</sup> (age 2.5 - 5 years old) \$38 for parent-child (U.P \$70)</li> </ul>
4	GNC #B1 – K4	25% off ChildLife Liquid Vitamin C 4Floz (U.P \$28.95)
5	Koolook #01 – 36	FREE Eye-Gel mask with every purchase of Myopic control lens
6	LEAP SchoolHouse #09 – 09/10	<ul> <li>- 40% off Trial Class Fees (U.P \$50),</li> <li>- 8% off* 1st Term Fees</li> <li>- 10% off* 1st Month Fee for Intensive P1 Prepclass (*Valid for New Sign-ups only.)</li> </ul>
7	Magic Fiddler #09-11	- 10% off first term course fee - 50% off trial class (U.P \$40) Valid till 30 Sep only.
8	POPULAR Bookstore #B2 – 22/23	Happy Learning Series - Happy ABC (Book 1 & 2) @ \$6.90 each (U.P \$9.90 each)
9	Q&M Dental Centre #B1 – 13/14	<ul> <li>\$70 Maintenance Package for kids (Price is inclusive of Scaling &amp; Polishing, Consultation + Topical Fluoride) (Excludes \$7 dental consumables + GST. Please make prior appointment)</li> </ul>
10	The Study Place #07-09	<ul> <li>10% discount for 1st course sign-up</li> <li>15% discount for 2nd course sign-up</li> <li>Valid for new sign-ups only</li> </ul>

#### Terms & Conditions:

All offers are not valid with other promotions, sales/ promotional items, discount cards, offers or discount vouchers. Free product/ items may be substituted with other items of similar value at the discretion of participation outlets, and while stocks last. Minimum spending amount may be subjected to GST and Service Charge. Other terms and conditions apply.

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