

FOR IMMEDIATE RELEASE**Have A Pokémon Christmas At City Square Mall**

Singapore's first eco-mall celebrates a Pokémon-themed eco-Christmas



Singapore, 24 October 2011 – This Christmas, City Square Mall, owned and managed by City Developments Limited (CDL), will celebrate the holiday season with a host of exciting events and promotions for the entire family. To educate the importance of energy efficiency among the shoppers, City Square Mall will bring a Pokémon-themed electrifying Christmas to its shoppers.

The highlight of the campaign will be the anchor Pokémon Eco-Christmas Show, featuring Pokémon characters Pikachu, Turtwig, Chimchar and Piplup. The show plays out the adventures of City Square Mall's resident eco-fairies as they visit the Pokémon village for Christmas. All is well until the eco-fairies and their Pokémon friends realise they are unable to light up the village's



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Christmas lights. The audience will be engaged in learning the importance of using energy sources wisely, and play a part in helping the eco-fairies find a way to light up the village in time for Christmas.

City Square Mall will be festooned with characters from the Pokémon series to create a Pokémon-themed atmosphere, boasting the main attraction of an eco-friendly Pokémon Christmas tree in City Green (Park) – perfect for photo opportunities. The 16-metre tall tree structure can be re-used for up to 10 years. The basic structure, metal framework and garland decorations have been creatively re-used each year since the mall's first Christmas in 2009. Low electricity consumption LED lights are used as decorations to ensure energy usage is minimised as well.

In line with City Square Mall's commitment to promote eco-awareness, there will be an interactive installation with three stationary bicycles fitted with energy-generating dynamos in front of the Christmas tree. By pedalling on the stationary bicycles, kinetic energy is converted to electrical energy which lights up a "bolt of electricity", simulating Pikachu charging up the Christmas tree.

The Pokémon Eco-Christmas Show and eco-fun activities at City Square Mall:

1. The Pokémon Eco-Christmas Show and Photo-Taking Session

To take a picture with the Pokémon characters, shoppers can redeem a photo-taking pass with \$30 spent in a maximum of 3 combined same-day receipts at the Customer Service Counter on Level 2 one hour before each show. In this season of giving, City Square Mall will be handing out complimentary Pikachu headbands to the first 2,000 children present for the show, while stocks last.

Date: 26 November – 4 December 2011

Time: 7pm (Tuesday – Friday)

1pm, 4pm & 7pm (Saturday & Sunday)

Venue: City Square Mall Level 1 Atrium

2. Pokémon Eco Pen Holder Workshop

Children between the ages of 3 to 12 years old will learn how to make a Pokémon pen holder using recycled materials at City Square Mall's signature eco-workshops promoting the 3Rs – Reduce, Re-use and Recycle.

Date: 26 November – 25 December (Saturday & Sunday only)

Time: 2pm and 5pm

Venue: City Square Mall Level 1 Atrium

3. Pokémon Nintendo DS Challenge

Roving agents in Pokémon costumes will invite children to pit their racing skills in a game of Pokémon Dash to win special little Pokémon prizes.

Date: 19 November to 4 December (Saturday & Sunday only)

Time: 6pm and 8pm

Venue: Around the mall

4. Pokémon TCG City Championship

Pokémon Trading Card Game enthusiasts of all ages will duel one another in a bid to win the title of the City Square Mall Champion 2011.

Date: 10, 17 and 24 December

Time: 12pm to 8pm

Venue: City Square Mall Level 1 Atrium



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Christmas comes alive for the weekends in the lead up to Christmas for everyone in the family to enjoy the festive cheer:

1. Santa Claus Meet & Greet

Meet and take a picture with Santa Claus and City Square Mall's eco-fairies to capture that magical moment.

Date: 10 December to 25 December (Saturday & Sunday only)

Time: 1pm, 4pm, 7pm

Venue: City Square Mall Level 1 Atrium

2. Melodious Carolling

Date: 16, 19, 21 and 22 December

Time: 7.15pm to 8pm

Venue: City Square Mall Level 1 Atrium

Shoppers can also enjoy attractive spending promotions at City Square Mall this festive season where they can redeem complimentary parking worth \$3 with every \$50* spent and win amazing Christmas gifts and vouchers in a "Sure-Win" lucky spin with \$120* spent (\$200 for redemptions inclusive of NTUC FairPrice receipts). Shoppers get double spins when they present receipts from stores located on Level 2 and above.

In the spirit of making eco fun, the first 1,000 shoppers to present the Christmas mailer transformed into a creative art piece will receive a \$5 Andersen's of Denmark voucher. The creative eco art pieces can be submitted to the mall's Level 2 Customer Service Counter before the closing date of 31 December 2011, with the Top 3 most creative entries winning \$1,000 worth of prizes each.

"Conserving the environment and caring for the community have been City Square Mall's main pillars in our corporate social responsibility efforts. We are excited to have a Pokémon-themed Christmas this year which incorporates eco-fun elements City Square Mall is known for.

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The power-packed programme will harness the popularity of all-time favourite characters among kids - Pikachu, Turtwig, Chimchar and Piplup, to promote an eco-lifestyle amongst our shoppers, many of whom are families," said City Square Mall's spokesperson.

*** Terms and conditions apply**

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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 & 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. The mall has also recently won a distinction award in the 3R Packaging Awards 2011 for its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA).

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