

FOR IMMEDIATE RELEASE**City Square Mall transforms into CandyVille for its First Year Anniversary**
Sweet Treats for everyone as Singapore's first eco-mall celebrates first birthday

Singapore, 3rd March 2011 – To celebrate its First Year Anniversary, City Square Mall, owned and managed by City Developments Limited (CDL), will transform into *CandyVille* from 12th March to 10th April. The *CandyVille* theme was conceptualised to encourage all shoppers to get into a playful mood and enjoy a fun time at the mall amidst a colourful backdrop and candy-related family entertainment events organised as part of City Square Mall's first birthday celebrations. A 10-metre high Lollipop Cake at City Green and a 6-metre high Birthday Cake will welcome shoppers and families to *CandyVille*.

Shoppers visiting the mall will be treated to a fun and interactive show titled **The Sweet Eco Candy Show**. *CandyVille*'s fairies will enthrall the audience through songs, dances and story-telling as they remind the audience to practice the 3Rs to protect the environment: Reduce, Reuse, Recycle. Following the show, a live rock candy-making demonstration will be conducted by Singapore's top candy artisan Wayne Lim, founder & Head Candy Chef of candy kitchen "Made In Candy".



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“As a family-friendly mall, we wanted to mark our first anniversary with a playful theme, where our activities and games will be enjoyed by all ages. This is a great way to remind everyone that practicing good habits to do a part for the environment can be fun and easy and what better time to do this than at our first birthday bash, where CandyVille will make the eco experience fun! Additionally, with our candy giveaways, we wanted to reach out to the inner child inside everyone, and draw them back to their childhood days of easy enjoyment with life’s simple pleasures. That’s the type of environment we hope shoppers come back to City Square Mall for – the relaxed and family-friendly environment, and the many options for shopping and dining, where everyone comes together to eat, shop and play” said City Square Mall’s spokesperson.

Families, co-workers, youths and retirees can all look forward to spending a fun time together at the free-for-all **Candy-ga-ga Game Booths** like *Fish A Donut!*, *Gum Ball Match*, *Jelly Rings Toss!*, *Chocolate Bowling Alley*, *Peppermint Frisbee Slots*, and *Popcorns Pop-offs!*. Shoppers can also redeem 3 sweet treats from the **CandyVille Treat Booths** when they spend any amount at the mall. Lunch time visitors will enjoy free parking from 12.00pm to 2.30pm on weekdays, and for minimum spend of \$30, shoppers enjoy a \$3 parking coupon. For those who spend above \$80, they will also receive an exclusively designed stationery set from 21st March onwards.

There will be a special **Count the Lollipops Contest** throughout the month where shoppers can participate to win \$1,000 worth of shopping vouchers. An additional \$1,000 worth of shopping vouchers, together with the lollipops will be donated to a charity organization. Additional anniversary’s celebrations include a **City Square Mall Birthday Bash** that starts at 12pm on the 19th March, with magic shows and stage games to entertain the audience before the official Birthday Cake Cutting at 2.30pm.

From the 26th March to 10th April, there will be weekend eco-workshops where children can join the **Candy Cone Hat Eco Workshop** to create colourful candy cone hats by recycling jellybean wrappers and party cone hats. To encourage participants to bring their workshop materials, City Square Mall will have a special giveaway for all the

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children who come with the jellybean wrappers and party cone hats they received from the Sugary Rhyme Shout-out giveaways.

City Square Mall's tenants will also join in the birthday celebrations by offering **Special Anniversary Promotions**, including special lunch time promotions such as \$8.90 set meal at *Streets Hong Kong Café*, or at *The Korean BBQ* with Bulgogi and BBQ special lunch sets priced at \$9.90 and \$11.90 respectively. Please refer to Annex B for more details.

City Square Mall's tenants also play their part in being socially responsible and saving the environment. One such tenant is *Sunflower* which sells unique hand-made, environmentally-friendly and socially-conscious merchandise. City Square Mall is also home to Singapore's first eco-friendly *FairPrice* outlet where two check-out counters are dedicated to shoppers with their own grocery bags. The outlet also uses biodegradable carriers, collects plastic bottles and drink cans for recycling and offers over 400 environmentally-friendly products. Among its food and beverage tenants, *Kopitiam* at City Square Mall was recently awarded "Eco-Foodcourt" under the new certification scheme launched by the Singapore Environment Council (SEC). The "Eco-Foodcourt" certification assesses the environmental management system in a foodcourt, from its environmental policies to water, energy and waste management.

Encl.

Annex A – Full Program Details

Annex B – City Square Mall Tenants' Lunch Time Promotions

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About City Square Mall

City Square Mall is located at the junction of Serangoon and Kitchener Roads and is directly connected to Farrer Park MRT station. Owned & managed by City Developments Limited, City Square Mall is Singapore's first eco-mall and is one of the largest malls in Singapore with 700,000 sq ft of gross retail space. The mall has some 200 tenants that cater to the lifestyle needs of everyone in the family and offers the

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perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is a family-friendly mall recognised by the Businesses for Families Council and is Singapore's first shopping mall to be awarded the prestigious Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore.

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

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Annex A: Full Program Details
Key Events

S/N	Date	Activity	Details	Time	Venue
1.	12 – 20 Mar 2011	The Sweet Eco Candy Show	Meet the bubbly Candyville fairies who will bring you on a journey of fun discoveries through songs, dances and storytelling. Glean eco-friendly tips and savour sweet treats in the rock candy making demonstrations.	Weekdays: 7pm Weekends: 1pm, 4pm & 7pm	Level 1 Atrium
2.		Candy ga-ga Game Booths*	Families can have a merry time winning mini candies at the games booths!	12pm – 9pm	
3.	19 Mar 2011	Birthday Bash	Come and enjoy an afternoon of fun games, magic shows and free goodies at City Square Mall's Birthday Bash. Join us for cake cutting at 2.30pm and have a slice!	12pm – 3pm (* cake-cutting at 2.30pm)	
4.	26 & 27 Mar 2011 2, 3, 9 & 10 Apr 2011	Candy Cone Hat Eco Workshop	During this eco-workshop, children will learn how to recycle jellybean wrappers and party cone hats into candy cone hats. Children who bring back the Jellybean wrappers and party cone hats from Sugary Rhyme shoutout will enjoy a special premium!	Weekends: 1pm, 4pm & 7pm	

* Games booths include *Fish A Donut!*, *Gum Ball Match*, *Jelly Rings Toss*, *Chocolate Bowling Alley*, *Peppermint Frisbee Slots*, and *Popcorns Pop-offs!*

Contests

S/N	Date	Activity	Details	Time	Venue
1.	12 – 20 Mar 2011	Sugary Rhyme Shout-out	Be amongst the first 100 kids (below 12 years old) to shout out the rhyme at Candyville daily and get a pack of Happy Jellybeans and candycone hat! The rhyme goes as follows: <i>Candy Candy, Chocolate Valley Merry mints and Jelly Beans, CandyVille at City Square Mall It's eco fun and more!</i>	12pm – 10pm	Level 1 Atrium
2.	12 Mar – 8 Apr 2011	Candylicious countdown	Count the number of candies on City Square Mall Facebook and win \$5 Andersen's Ice-Cream Voucher every week! Simply join the fan page www.facebook.com/citysquaremall for more details to enter the contest.	-	-
3.	12 Mar – 10 Apr 2011	Count the Lollipops contest	Simply guess the correct number of lollipops on the 6-metre giant birthday cake and win \$1,000 worth of City Square Mall vouchers. An additional \$1,000 worth of City Square Mall vouchers, as well as the lollipops, will be donated to a charity organization. 1 winner will be selected by lucky draw at the end of the Anniversary period.	12pm – 9pm	Level 1 Atrium

Spending Promotions

S/N	Date	Promotion	Terms and Conditions	Time	Venue
1.	12 – 20 Mar 2011	Sweet Treats Giveaway**	Enjoy a sweeter shopping experience! Redeem sweet treats like cotton candy, marshmallows and rock candies from our candy booths with any amount spent at City Square Mall.	12pm – 9pm	Level 1 Atrium
2.	12 Mar – 10 Apr 2011	Free Parking	Spend a minimum of \$30 and enjoy a free parking coupon worth \$3. Maximum of 3 same-day combined receipts	-	-
3.	21 Mar – 10 Apr 2011	Candy- coated Rewards	Spend a minimum of \$80 and redeem an exclusively designed stationery set. Maximum of 3 same-day combined receipts Limited to 1 redemption per shopper per day, regardless of total amount spent. Limited to 1 st 450 shoppers per day. Other terms and conditions apply.	-	-

** Limited to 1 redemption per shopper per day, regardless of total amount spent. Limited to first 200 shoppers on weekdays and first 500 shoppers on weekends. Other terms and conditions apply.

Annex B: City Square Mall Tenants' Weekday Lunch Time Promotions

S/N	Tenants	Promotions
1.	Andersen's Of Denmark Ice Cream #02-K11/K13	1. Lunch Time Promotion Complimentary Coffee / Hot Tea with Cakes / Pastries ordered - 12pm to 2pm - Not valid with other promotions, discount or voucher -Valid for dine-in only -Not valid on weekends, eve of PH and PH 2. 20% off Andersen's Family Fondue - Not valid with other promotions, discount or voucher - Valid for dine-in only - Not valid on weekends, eve of PH and PH
2.	Korean BBQ #02-21/22	1. Weekday Lunch time Promotion - 12pm to 4pm - Special Bulgogi and BBQ set menu ranging at \$9.90 and \$11.90 respectively 2. Others - Complimentary drink with minimum spending of \$30
3.	Siam Kitchen #B2- 53 / 54	Lunch Time Promotion - Buffet at \$18.80++
4.	Streets Hong Kong Café #01-01/03	Affordable Daily Set Meal - Seat Meal at \$8.90++ which includes soup, main course, drink & dessert
5.	Swensen's #03-37	Weekday Lunch time Promotion - 11am to 2pm - Executive Lunch: complimentary Soup of the Day, Drinks and Scoop of Designers Ice Cream with Main Course or Pasta Birthday Deals - Order 3 Main Course / Pasta and Get 1 Main Course / Pasta Free + Free Firehouse Happy Birthday Sundae
6.	The Royals Café #02-K17/K20	Lunch Time Promotion - \$1 off Signature Nyonya Mee Siam (U.P: \$4.90)