

FOR IMMEDIATE RELEASE**Birth of Ecoplosion at City Square Mall**

THE! Movement to rescue our earth reaches out through inventive methods



Singapore, 30 June 2011 – Ecoplosion is managed by a team of To Heal Earth Enthusiasts comprising of youths from SIT, NTU, NUS, and working professionals. It is a non-profit organisation that aims to engage Earth Residents from all walks of life to inculcate rapid acts “To Heal Earth” in daily living.

On the weekend of 2 to 3 July 2011, Ecoplosion will host students, youths, senior citizens, shoppers and corporate attendees in a summit, “To Heal Earth – THE! Movement to Rescue our Earth”.

“As Singapore’s first eco-mall, we are always looking for opportunities to promote eco-friendly practices in daily living to the community. We are very excited to partner up with Ecoplosion for “To Heal Earth – THE! Movement to Rescue our Earth” movement. Through the various fun activities such as storytelling, interactive puzzle games and mini-contests, we aim to inspire, educate and enable our shoppers to carry out eco-friendly practices in their daily lives,” said City Square Mall’s spokesperson.



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

This two-day infusion of educational and entertaining programmes will feature practical and creative methods on how “To Heal Earth” through waste management strategies. Any member of the public can come to the mall and donate or exchange used toys, books, bags and spectacles/sunglasses. There will be four zones where interesting eco learning showcases and activities will be conducted.

Ecoplosion – To Heal Earth! – THE! Movement to Rescue our Earth at City Square Mall

Date: 2 – 3 July

Time: 10am – 8pm

THE! Centre Stage

Launch of THE! by Guest of Honour Mr Andrew Tan, CEO of National Environment Agency

THE! Performances

THE! Innovate Film Award ceremony

THE! Photography Award ceremony

THE! Exhibition Area

THE! Crises in our consumerist society

THE! Shortlisted entries from THE! Photography Award

THE! Games Area

THE! Interactive puzzle games

THE! Mini-contests

THE! Snap (photo-fer with a senior citizen)

THE! Children Area

THE! Story of Toy - storytelling

THE! Story of Toy - comics colouring

- END -

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.

180 Kitchener Road, City Square Mall #B2-29, Singapore 208539
Tel: +65 6595 6565 | Fax: +65 6509 3761 | www.citysquaremall.com.sg

Co. Reg. No.: 196300316Z



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

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).

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

For media enquiries, please contact:

Zun Oo

Red Dawn Communications
on behalf of City Square Mall

E: zun@reddawnpr.com

T: 9224 6665 / 6222 4704

Camy Tan

Red Dawn Communications
on behalf of City Square Mall

E: camy@reddawnpr.com

T: 9069 3669 / 6222 4704