

**FOR IMMEDIATE RELEASE**

**City Square Mall brings Earth Hour to the Heartlands**

*Singapore's first eco-mall pledges to be a part of global movement to reduce ecological footprints*



**CITY SQUARE MALL**  
Singapore's First Eco-mall

**JOIN US FOR AN**  
**EPIC**  
**EARTH HOUR**

29 Mar 2014 (Sat) • 7.30pm – 10pm • B1 Fountain Square

**Free Movie Screening of "EPIC" at 8.30pm**  
Bring your mats and join us for an Earth Hour celebration of epic proportions.

**What's on When?**  
**7.30pm:** Exchange your electrical and electronic waste (e-waste) for goodies  
**8.00pm:** Eco-games  
**8.30pm:** Lights out for Earth Hour (selected areas only)  
 Free screening of "Epic"

**Exchange your e-waste for Goodies!**  
Be among the first 100 to get an exclusive City Square Mall eco goodie bag. Simply trade in your recyclable e-waste including laptops, tablets, PCs, mobile phones, blenders, mixers, radios, fans and more. Hurry! Limited to one goodie bag per person.  
(No bulky items such as washing machines and TV sets)

In Support Of  
**60+**  
EARTH HOUR

180 Kitchener Road Singapore 208539 (Directly connected to Farrer Park MRT station, Exit 1) | Tel: 6595 6565 | Opening Hours: 10am - 10pm daily | www.citysquaremall.com.sg

**Singapore, 17 March 2014** – City Square Mall, owned and managed by City Developments Limited (CDL), would be joining the hundreds of millions across the globe to celebrate Earth Hour on 29 March 2014. As part of the mall's commitment to environmental sustainability, lights of selected areas around the mall and other non-essential lights would be switched off between 8.30pm to 9.30pm.

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



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**CITY DEVELOPMENTS LIMITED**

An annual initiative led by the World Wide Fund for Nature (WWF), Earth Hour has grown from a symbolic event in one city into a global movement, involving individuals, businesses, organisations and governments to reduce ecological footprints. This year, City Square Mall pledges to support this initiative by bringing Earth Hour to the heartlands with activities for all in the family before, during and after the hour, at Basement 1 Fountain Square.

From 7.30pm to 8.30pm, the public is encouraged to recycle their electronic waste (e-waste) at the e-waste recycling booth. The mall welcomes all types and brands of electrical and electronic equipment for recycling, including the following:

### **IT Equipment**

Battery chargers, cables, computer mice, desktops, docking stations, hard disk drives, keyboards, laptop, mobile phone batteries, mobile phones, modems, monitors, plugs, tablets and telephones.

### **Home Appliances**

Blenders, electric fans, electric kettles, food processors and radios.

For every item recycled, participants would receive an eco goodie bag from City Square Mall, limited to one eco goodie bag per person, for the first 100 participants. Due to space constraints, the mall would only accept small and portable recyclable items.

From 8.00pm, children and adults alike can participate in stage games, where they would be tested on their knowledge about the environment. After which, City Square Mall will count-down to Earth Hour and lights of selected areas around the mall and other non-essential lights would be switched off at 8.30pm. Thereafter, there would be a free movie screening of 3D computer animated action-adventure film, *Epic*.



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Based on William Joyce's children's book, 'The Leaf Men and the Brave Good Bugs', *Epic* tells the story of a teenager who finds herself transported into a world of tiny beings within a deep forest setting. Caught in the battle between the forces of good and evil, she bands together with a group of characters in order to prevent the destruction of the forest and save the world.

### **Programme**

7.30pm: Exchange your e-waste for goodies

8.00pm: Eco-games

8.30pm: Lights Out for Earth Hour (selected areas only)

Free Screening of "Epic"

For more details on the activities and promotions, visit [www.citysquaremall.com.sg](http://www.citysquaremall.com.sg) or check out City Square Mall's Facebook page [www.facebook.com/citysquaremall](https://www.facebook.com/citysquaremall).

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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 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 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 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. In May 2011, the mall received two 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. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011. 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 in 2011 and 2013. In 2013, City Square Mall is the first mall in Singapore to have achieved the prestigious LEED Gold Certification, by the U.S. Green Building Council, under the LEED-EBOM category for best practices in energy and water efficiency.*

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