

**FOR IMMEDIATE RELEASE**

**City Square Mall Scores Another Win for the ‘We Welcome Families’  
Excellence Awards 2013**

*First and only shopping mall in Singapore to win the prestigious Excellence awards for the second consecutive time, demonstrating highest standards in being family-friendly*



*City Square Mall received the Excellence award at the ‘We Welcome Families’ Awards Ceremony. (From left to right: Mrs Mildred Tan, Chairperson of the Businesses for Families Council, Mr Chan Chun Sing, Acting Minister for Social and Family Development, Mr Chia Ngiang Hong, Group General Manager of City Developments Limited)*

**Singapore, 26 April 2013** – City Square Mall, owned and managed by City Developments Limited (CDL), has once again received the prestigious Excellence Awards under the Shopping Mall Category in the Businesses for Families Council (BFC) ‘We Welcome Families’ Awards 2013, making it the first and only shopping mall in Singapore to receive the accolade twice in a row.

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Supported by the Ministry of Social and Family Development (MSF), the biennial 'We Welcome Families' Awards recognise businesses with exemplary measures to welcome families as their customers through family-friendly strategies, facilities and service touch points. Award winners are determined by a combination of public votes and assessment by the judging panel (70% from public voting and 30% from judging panel). The public voting was held from 1 February to 28 February 2013.

"We are proud to receive this award once again as this is yet another affirmation of City Square Mall's commitment to making the mall family-friendly and welcoming for families to enjoy. We believe that City Square Mall is more than just a shopping mall; it is also an ideal place for families to spend quality time together and meet up with friends to shop, dine or even take up a fitness class together. As a family mall, we have done much to ensure that we stay committed to our principles of providing a fun and engaging shopping experience for families and children. For example, our events are all organised with families in mind or hold special educational elements for children to learn about a specific subject. We definitely welcome more families to visit the mall and hopefully through our family-oriented events, retail offerings and facilities, families continue to take advantage of what is in store for them", said City Square Mall's spokesperson.

### **Family-oriented events**

Since its official opening in 2010, City Square Mall has organised many family-related events to provide the perfect setting for the community to meet, shop and play. Highlights of these events include:

- a) March 2013 – **Earth Hour 2013** with a free outdoor movie screening of the animated film, "Dr Seuss' The Lorax" for families and kids to enjoy, which also drives back the message on the importance of protecting the environment.
- b) November/December 2012 – **Chuggington Christmas** campaign where families and kids get to play and interact with their favourite Chuggers through 'Meet and

- Greet sessions' and 'Live Shows'. The kids also experienced snow play in the "It's Snow Time!" event held outside of the mall.
- c) November/December 2012 – **Mother & Baby Awards Fair 2012** was organised in celebration of the prestigious Mother & Baby Awards with good deals on nursery-related products.
  - d) October/November 2012 – **Super Health and Super Wellness for Super Kids** to help families stay healthy together with special deals from participating Education and Enrichment centres, families could also gain knowledge on mental wellness from the Mental Well-Being Awareness Road Show by Health Promotion Board.
  - e) September 2012 - **My PAssion Family Game** organised by the People's Association showcased games designed by families and students from the various schools (from primary to tertiary level) to encourage and foster closer bonding among families.
  - f) May 2012 – **Barbie™-themed events** during Great Singapore Sale 2012 for family fun and drive home eco-messages to children.

### **Family-friendly facilities**

Over the years, City Square Mall has pride itself as a family-friendly mall with useful and convenient amenities to ensure a seamless shopping experience for families. Every corner of the mall is designed with families in mind. Its family-friendly amenities and facilities range from spacious nursing rooms with hot water dispensers to the complimentary use of kiddy cabs and prams. Families with larger family cars also need not worry about small parking lots as the family parking lots are designed to be bigger and more spacious, which is also applied to the walkways and corridors of the mall.



*Complimentary use of kiddy cab in the mall*



*A spacious nursing room with hot water dispenser*



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### **Retail offerings for kids**

Since its opening, City Square Mall has continued to position itself as a one-stop destination for families to learn, shop and play, with various education centres and shopping options for families and kids. These education centres offer enrichment classes ranging from music to baking and supplementary enrichment classes to help kids enhance their knowledge and pick up useful life skills. The mall is also home to South East Asia's first integrated Toys'R'Us and Babies'R'Us store, where families with young kids will have much to cheer, as it offers an extensive selection of baby and children products.

### **Universal Design Features**

As a mini-community hub, the mall's strategic location ensured seamless integration to the MRT station, together with comfortable waiting areas for shuttle buses and taxis which facilitates convenient access for the public. The mall also took special attention to cater for users' needs by designing seats with armrests and holders for walking sticks. Shoppers seeking for more information on caregiving for the elderly and disabled can also make a stop at the first standalone care services hub in Singapore – **Agency for Integrated Care (AIC)**, formerly known as Centre for Enabled Living (CEL), located at B2.



*City Square Mall – a mall for the community*

The mall's car park is also fitted with pedestrian paths to ensure the safety of pedestrians when walking to their cars or the entrance of the mall. A conscious effort was also made to ensure that certain shops have incorporated wheelchair access during the fitting out process for tenants. Other family-friendly and eco-friendly facilities were also considered as part of the mall's Universal Design features.

In recognition of its good practices and special efforts taken to provide a seamless and accessible built environment for all, City Square Mall was awarded Gold at the BCA (Building and Construction Authority) Universal Design Award in the built environment in 2010.

For more information on City Square Mall's family-friendly facilities, learning hub and events, please see the Annexes attached.

**– END –**



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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. 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 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. 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.*

For more information on City Square Mall, please visit [www.citysquaremall.com.sg](http://www.citysquaremall.com.sg) or check out City Square Mall's Facebook page [www.facebook.com/citysquaremall](http://www.facebook.com/citysquaremall).



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## **ANNEXES**

**Annex A** – Family-Friendly Facilities

**Annex B** – Learning Hub

**Annex C** – Family-Oriented Events



### Annex A – FAMILY-FRIENDLY FACILITIES

S/N	Facilities	Location	Description
<b>Kid-Friendly Facilities</b>			
1	Boy Urinal	B2 to L4 Main toilets	Located in both male and female toilets
2	Child Basin & Tap		
3	Eco-Playground	L1 City Green	Made of child friendly conditioned wood, the playground uses wood certified by the Forest Stewardship Council (FSC), which promotes responsible forest management worldwide.
4	Family Car Parking Lots	B3 & B4 Next to lift lobby	12 family car parking lots available
5	Interactive Play Fountain	B1 Fountain Square	Showtimes: 12pm to 2pm and 6pm – 10pm
6	Kiddy Cabs	L2 Customer Service Counter	Complimentary use for shoppers
<b>Baby-Friendly Facilities</b>			
7	Baby Prams	L2 Customer Service Counter	Complimentary use for shoppers
8	Baby Seat in Toilet Cubicle	B2 to L4 Main toilets	Located in both male and female toilets
9	Diaper Changing Stations		
10	Nursing Rooms	B1, L2 & L4 Next to main toilets	Hot / cold water facilities available
<b>Other Facilities</b>			
11	Magnifying Glass	L2 Customer Service Counter	Allows easy reading of brochures and information
12	Restrooms for Handicapped	B2 to L9	For convenience of those using wheelchairs
13	Wheelchairs	L2 Customer Service Counter	Complimentary use for elderly or handicapped who require assistance in moving around the mall
14	Wide and spacious corridors	L2 to L9	For convenience and comfort of shoppers moving around the mall

**Annex B – LEARNING HUB**

<b>Tenant</b>	<b>Location</b>	<b>Description</b>
<b>CMA Mental Arithmetic</b>	#07-10	Enrichment centre that specializes in two-hand abacus mental arithmetic through multimedia-based curriculum.
<b>Eye Level</b> <i>(Opening Soon)</i>	#B2-02	Eye Level is a systematic and individualized program with a diagnostic test to find out the strengths and weaknesses of each child's academic ability. The proven learning method caters to all students regardless of age and ability.
<b>Genius R Us</b>	#07-07/08	Enrichment centre that offers creative workshops for kids to learn how to bake and make art and craft through playing, creative learning and self-discovery.
<b>Indigo Centre</b>	#07-11	Tutored by experienced NIE trained teachers with more than 80% distinctions in 'A' level Economics. Curriculum designed by renowned universities and experts from financial market to inject real world events into our lessons, making application of theories to exam case studies much easier.
<b>Leap SchoolHouse</b>	#09-09/10	An MOE registered enrichment centre that focuses on developing both visual and verbal literacies in children from 8 months of age. Using illustrated children's literature, preschoolers' literacy skills will be acquired, developed, and enhanced before entry into primary schools.
<b>LeXuan Education</b>	#06-08	A holistic Chinese language learning centre with a Chinese Animation System professionally co-developed by LeXuan's experienced curriculum development team and the largest animation company in Asia. Its use of animation videos emphasize real life language use and interaction skills, both oral and written, in a fun and engaging way kids will love

<b>Magic Fiddler</b>	#09-11	Music centre that offers fun and holistic learning experience for young children, cultivating their interest in music and expression, bringing out the inner musicians in them.
<b>MindChamps PreSchool</b>	#07-01/05	At MindChamps PreSchool, all aspects of a preschooler (18 months – 6 years) will be nurtured with our 10 world proprietary academic and enrichment programs – developed by world experts based on scientific research in the 4 domains of Neuroscience, Early Childhood Education, Child Psychology and Theatre.
<b>MindChamps Reading</b>	#07-06	Newly launched MindChamps Reading incorporates four proprietary strategies to help nurture the love for reading in preschool children and ensure that they master the basics of reading by the time they enter Primary School.
<b>The Study Place</b>	#07-09	A premier education centre that provides supplementary education to enhance cognitive and social development of children through reinforcing the depth of learning and widening the scope of the child's experiences in school.

## Annex C – FAMILY-ORIENTED EVENTS

### 1. Earth Hour 2013

Date: 15 March, 2013

Description: Free outdoor movie screening of the animated film, “Dr Seuss’ The Lorax” for families and kids to enjoy, which also drives back the message on the importance of protecting the environment, as well as DIY candle-making activities for the kids.

### 2. Chuggington Christmas Campaign

Date: 17 November to 30 December, 2012

Description: Families and kids get to play and interact with their favourite Chuggers through ‘Meet and Greet sessions’ and ‘Live Shows’. The kids also experienced snow play in the “It’s Snow Time!” event held outside of the mall.

### 3. Mother & Baby Awards Fair

Date: 2 November to 4 November, 2012

Description: Organised in celebration of the prestigious Mother & Baby Awards with good deals on nursery-related products.

### 4. Super Health and Super Wellness for Super Kids

Date: 5 October to 4 November, 2012

Description: Organised to help families stay healthy together with special deals from participating Education and Enrichment centres, families could also gain knowledge on mental wellness from the Mental Well-Being Awareness Road Show by Health Promotion Board.

### 5. My PAssion Family Game

Date: 9 September, 2012

Description: Organised by the People’s Association to showcase games designed by families and students from the various schools (from primary to tertiary level) to encourage and foster closer bonding among families.

### 6. Barbie™-themed events

Date: 26 May to 24 June, 2012

Description: Held during Great Singapore Sale 2012 for family fun and drive home eco-messages to children through Barbie™-themed character shows, makeovers, eco workshops and more.