

FOR IMMEDIATE RELEASE

Go Green this Christmas at City Square Mall's Eco-Christmas Fiesta

Bask in the spirit of Christmas while learning about the importance of environmental conservation through exhibitions, activities and games



Singapore, 6 December 2013 – In conjunction with the nationwide Clean and Green Singapore campaign, City Square Mall, owned and managed by City Developments Limited (CDL), will be hosting an Eco-Christmas Fiesta on 14 December. The Fiesta will take place from 12pm to 6pm at Basement 1 Fountain Square, followed by a free movie screening of DreamWorks Animation's RISE OF THE GUARDIANS at 8pm to cap the day off.

The annual Clean and Green Singapore campaign is organized by the National Environment Agency (NEA) in a bid to raise environmental awareness and inspire Singaporeans to adopt an environmentally-friendly lifestyle. As the nation's first eco-mall, City Square Mall will host a variety of eco-themed activities during the Eco-Christmas Fiesta to celebrate the festive season and inculcate the importance of environmental conservation in a fun and family-friendly manner.

Eco-related activities

The Fiesta will feature a Mini Exhibition by Singapore Polytechnic students from the Diploma in Landscape Architecture course, where environmental facts will be displayed to generate awareness about environmental conservation. The students from Singapore Polytechnic will also be



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

constructing fashion eco-accessories and shoppers are invited to vote for the best eco-accessory on display. Kids will be able to have a go at the Recycling-themed Game Booths, where recycled materials will be used as game props; and at the Eco-Dazzle Workshops, where they can try their hand at making fashion accessories out of recycled materials.

Something for all in the family

To encourage family time during this festive season, there will be a Tree Decorating Contest for the first five families to register at the Level 2 Customer Service Counter; the winning team will walk away with \$150 worth of City Square Mall shopping vouchers. Furthermore, families can enjoy a free movie screening of DreamWorks Animation's RISE OF THE GUARDIANS; and take home mementos of their fun-filled day as well as green Christmas tips when they visit the Green Christmas Roadshow by World Wildlife Fund (WWF).

Donation Drive by Salvation Army

There will also be a Charity Collection Drive by Salvation Army where shoppers are encouraged to donate their pre-loved clothing, gifts, wrappers, trimmings and any other Christmas decorations. The collection drive focuses on the idea of re-gifting, where items collected will be donated to the disadvantaged and needy. The first 2,000 shoppers to donate 3kg worth of clothes during booth operating hours (details below) will receive an exclusive eco-umbrella. Shoppers can also look out for the large 2m-high gift box that will be specially designed and set up for the collection drive.

A Christmas Wonderland

In addition to the Eco-Christmas Fiesta, City Square Mall will also be transformed into a Christmas Wonderland from 15 November to 29 December. During this period, families can enjoy a multitude of activities and promotions while soaking in the festive splendour of a traditional Christmas. The Mall will also be hosting the renowned *Thomas & Friends* in a never-before-seen-worldwide production where children will get the chance to sing and dance along to the crew up close in person.

Details of City Square Mall's Eco-Christmas Fiesta activities:

1. Mini Exhibition by Singapore Polytechnic

Learn more about environmental conservation through an interactive exhibition put together by Singapore Polytechnic students from the Diploma in Landscape Architecture course.

2. Vote for your Favourite Eco-Accessory

Christmas accessories can be eco-friendly too! Vote for your favourite fashion eco-accessory constructed by Singapore Polytechnic students.

3. Eco-Dazzle Workshop

Keep the little ones entertained at a workshop for them! They will learn to make accessories and fashion ornaments out of recycled magazines and papers.

4. Recycling-themed Game Booths

Try your hand at the Fiesta game booths, where recycled materials will be used as game props! The games include:

- Ball Blast: Using toy guns, players have to shoot down all the balls set on top of recycled glass bottles.
- Waste Paper League: Modelled after the famous online game "Paper Toss", players have to toss waste papers into different waste baskets placed at different heights. The baskets will be labeled with names such as "Reduce", "Reuse" and "Recycle".
- Bottle Toss: Using a paper ball, players have to knock down all the bottle pins made of various materials.

5. Tree Decorating Contest

Be amongst the first five families to register at the Level 2 Customer Service Counter to qualify for the Tree Decorating Contest. Families need only spend \$50 (with a maximum of 3 same-day receipts) to participate in the contest. Have an enjoyable time with your family as you compete with other teams to decorate the Christmas tree with used magazines, newspapers and ribbons within 30 minutes. The winning team will be rewarded with \$150 worth of City Square Mall shopping vouchers, while the remaining four teams will each take home \$30 worth of City

Square Mall shopping vouchers. What's more? All teams are welcome to bring their self-decorated Christmas trees home for display!

6. Green Christmas Roadshow by World Wildlife Fund (WWF)

Take away tips on celebrating a green Christmas and snap a photo for keepsake at the Christmas-themed media wall by WWF.

7. Balloon Sculpting

Time: 2pm and 4pm; 1 hour per session

Look out for the balloon sculptor who will be giving out free balloons to the kids! Balloons will be given out on a first come first served basis.

8. Movie Screening of RISE OF THE GUARDIANS

Time: 8pm

Enjoy a free outdoor movie screening of DreamWorks Animation's RISE OF THE GUARDIANS with the family! The movie tells a story about the Guardians, including Santa Claus, Tooth Fairy, the Easter Bunny and Sandman; who enlist the help of a new Guardian, Jack Frost, to stop the evil Pitch Black from engulfing the world in darkness.

9. Charity Collection Drive by Salvation Army

Date: Till 29 December.

Time: Booth opens from 1pm - 9pm, Fridays to Sundays

Venue: Next to B1 Fountain Square

Instead of discarding them, drop off your pre-loved clothing, gifts, wrappers, trimmings and any other old Christmas decorative items at City Square Mall this Christmas! In collaboration with the Salvation Army, the first 2,000 shoppers to donate 3kg worth of clothes during booth operating hours will receive an exclusive eco-umbrella. Items collected will be donated to the disadvantaged & needy.

For more details on the activities, visit www.citysquaremall.com.sg or visit City Square Mall's Facebook page www.facebook.com/citysquaremall.

- End -



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

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.

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