

FOR IMMEDIATE RELEASE

Say Hello to the School Holidays with Hello Kitty and Friends

Celebrate the March school holidays with Hello Kitty, Dear Daniel and My Melody from 14 March to 13 April at City Square Mall



Singapore, 3 March 2014 – School's out! Celebrate the March school holidays with Hello Kitty, Dear Daniel and My Melody at City Square Mall, owned and managed by City Developments Limited (CDL). From 14 March to 13 April 2014, be entertained by Hello Kitty and her friends in an exclusive live show, as well as stand a chance to win a trip to Japan!

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Co. Reg. No.: 196300316Z



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

Produced by Sanrio, Hello Kitty has grown into a global phenomenon well-liked by children and adults alike. This March, sing and dance along with Hello Kitty and her friends as she celebrates the school holidays with everyone in the family at her live show. With every \$50 spent, shoppers can participate in the Grand Draw and stand to win attractive prizes including a 7D6N trip to Japan and a visit to Sanrio Puroland for a family of four. During this period, shoppers will also be rewarded with a \$5 City Square Mall voucher with \$200* spent (\$250 if inclusive of NTUC FairPrice receipts).

In addition, the 'Heritage in Green' exhibition, will also be taking place from 24 March to 13 April 2014. The photographic exhibition, presented by CDL, features the beauty and heritage of Singapore Botanic Gardens. It aims to raise public awareness and support to Singapore Botanic Garden's bid for its UNESCO World Heritage Site status.

Details of City Square Mall's March school holiday event and promotions:

1. Hello Kitty's Celebration Live On Stage!

Date: 15 to 23 March (except Mon, 17 March)

Time: Tue - Fri at 2pm & 7pm; Sat & Sun at 1pm, 4pm & 7pm

Venue: L1 Atrium

Celebrate the school holidays as you sing and dance along with Hello Kitty, Dear Daniel and My Melody! Also, get up close and personal in a Meet & Greet session by redeeming an exclusive Meet & Greet pass with a minimum spending of \$50* (50 passes will be given out 45 minutes prior to each show).

2. Toys'R'Us Hello Kitty Fair

Date: 10 to 23 March

Venue: L1 Atrium

Enjoy savings of up to 50% on your favourite Hello Kitty toys and merchandise, exclusively at City Square Mall!

3. Hello Kitty Grand Draw

Spend \$50* to participate in the Grand Draw for a chance to win a 7D6N trip for a family of four to Japan! The trip will also include admission passes for four (2 adults and 2 children) to the Hello Kitty-themed Sanrio Puroland. Other attractive prizes include exclusive Hello Kitty goodie bags worth \$200 each containing special Hello Kitty memorabilia, as well as \$100 worth of City Square Mall shopping vouchers. Limited to a maximum of 20 entries per shopper per day, regardless of total amount spent.

4. Be Purrfectly Rewarded

Shop at City Square Mall and be rewarded with a \$5 City Square Mall shopping voucher with \$200* spent (\$250 if inclusive of NTUC FairPrice receipts). Redemption is while stocks last.

5. Flea For Good

Date: 15 & 16 March

Time: 12pm – 9pm

Venue: B1 Fountain Square

Shop for a good cause this school holidays at City Square Mall's monthly flea market! Visit <http://adrenalin-potal.wix.com/fleaforgood> for more information.

6. Free Weekday Parking Promotions

Enjoy free weekday lunchtime parking for the first 1 ½ hours between 12-2pm (except public holidays). In addition, redeem a \$3 parking coupon with a minimum spend of \$60* on weekdays.

*Terms and conditions apply.

For more details on the activities and promotions, visit www.citysquaremall.com.sg or check out City Square Mall's Facebook page 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.

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