

FOR IMMEDIATE RELEASE

Join Besties Hello Kitty and My Melody this June School Holiday!



Singapore, 19 May 2022 – Join Hello Kitty and My Melody on their kawaii Eco adventures at City Square Mall this June!

From 27 May to 26 June 2022 spend a fun-filled June holiday together with Sanrio's most lovable duo, Hello Kitty and My Melody. Take your family on an exciting line-up of activities and non-stop shopping promotions, including a sensational Eco Quest and the re-opening of the outdoor playgrounds at City Green Park and indoor playground at Basement 1 — this is a season full of smiles, fun, and friendship for family and friends.

MEET THE SANRIO BESTIES: HELLO KITTY AND MY MELODY



What better way to spend the June School Holiday than with your best friends on a super cute adventure! Meet the adorable characters, Hello Kitty and My Melody, in person and snap some kawaii photos together.

Fans of all ages can spend a minimum of \$50* at City Square Mall and redeem a Meet & Greet pass two hours prior. Only 50 passes available for each session.

Date: 3 – 26 June 2022 (Fridays, Saturdays and Sundays only)

Time: Fri: 4pm and 7pm

Sat and Sun: 1pm, 4pm and 7pm

Venue: Basement 2 (beside travelators)

ADORABLE REWARDS NOT TO BE MISSED

Be kind and spread the love with these adorable rewards! Whether you are in the mood to treat yourself or loved ones with gifts, or if you are in need of restocking your kitchen pantry, you will find it all at City Square Mall!

This June School Holiday focuses on sustainability, through the exclusive Hello Kitty eco-friendly collectables that are available at various City Developments Limited (CDL) Malls such as Palais Renaissance (Hello Kitty Lunch Bag), Quayside Isle (Hello Kitty Tote Bag) and Republic Plaza (Hello Kitty Lunch Box¹).

Hello Kitty fans, don't miss out! Start a collection from the four CDL malls today!

¹Available from 27 May to 24 June only

● **Adorable Eco-friendly Hello Kitty Collapsible Cups only at City Square Mall**



Reduce your environmental footprint with these pastel-coloured collapsible cups that can be easily taken everywhere you go. With \$120* spent at City Square Mall, redeem a limited-edition Hello Kitty Collapsible Cup. Collect them for the whole family!

*\$220 if inclusive of NTUC FairPrice, Q & M and/or Schools receipts. Limited to the first 5,000 redemptions and 1 redemption per shopper per day. While stocks last, other T&Cs apply.

● **Redeem these other exclusive Hello Kitty Eco Gifts**



Spruce up your lunch with this delightful Hello Kitty Lunch Bag. Redeemable at Palais Renaissance.

www.palais.sg



Carry your outing stuff in kawaii style with this useful Hello Kitty Tote Bag. Redeemable at Quayside Isle.

www.quaysideisle.com



Whet your appetite with this Hello Kitty Lunch Box¹. Redeemable at Republic Plaza.

www.republicplaza.com.sg

Details and more information are available at the respective malls' websites.

¹ Available from 27 May to 24 June only

Vouchers Galore

You heard it right, get rewarded for your shopping at City Square Mall! You can redeem a \$5 CDL Gift Voucher and a Merchant Voucher Pack with purchase of \$180*^ this June School Holiday.

*^\$280 if inclusive of NTUC FairPrice, Q & M and/or Schools receipts. At least one receipt of \$30 from [Fashion & Accessories](#), [Health & Beauty](#) or [Gifts & Hobbies](#) store is required. Limited to the first 4,000 redemptions and 1 redemption per shopper per day. While stocks last, other T&Cs apply.

Hello Kitty & My Melody Eco Quest



As part of City Square Mall's continuous effort to encourage sustainability, shoppers are invited to participate in four self-guided game stations around the mall. Start your eco quest by scanning the QR code at any of the stations which will lead to exciting games. These games aim to educate participants on how to contribute towards environmental friendliness.

Besides this fun learning, there are also more prizes to be won! Once all four quests have been completed, simply take the most creative snapshot and upload the photo taken at the AR Photobooth (station 4) and tag @citysquaremall on Facebook/Instagram for a chance to win an exclusive Hello Kitty hamper worth \$128. 3 winners with the most creative post will be selected.

Spend the June School Holiday with eco-friendly fun with your loved ones!

Sanrio Characters Fair

There is more cuteness to come. From **27 May to 26 June**, shoppers will be thrilled to find a wide array of gifts and collectables at Level 1 Atrium - from clothes and bedsheets to plushies and blind boxes. Everyone gets to bring home their favourite character! Receive a Sanrio character chopstick rest with \$50 spent at the fair. While stocks last.

Continuous Green Efforts



City Square Mall has set up an **eco-community corner – The Green & Social Good Space** at the **B4 Travellator Lobby** as part of its efforts to promote sustainability. The space currently holds the **food bank donation bins** and **e-waste bin**. City Square Mall recently partnered with **Greensquare**, a textile recycling company that raises awareness about textile waste by encouraging shoppers to donate their unwanted apparel/textile items in the recycling bin.

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ABOUT CITY SQUARE MALL

With close to 200 retail, entertainment and lifestyle stores spread across 450,000 square feet, City Square Mall has every family favourite including Cotton On, Daiso, Decathlon, Don Don Donki, Golden Village, MST Golf Super Store (opening soon), NTUC FairPrice, Toys“R”Us, UFC Gym and Uniqlo, as well as over 50 food and beverage outlets, including Food Republic and Haidilao Hot Pot. The mall is a one-stop destination for everyone in the family with a convenient location above Farrer Park MRT Station (NE8), numerous amenities and facilities, including spacious corridors, nursing and family rooms, and diaper-changing stations. The mall also offers complimentary use of its baby strollers, kiddy carts and wheelchairs. Offering the perfect ambience to shop and play amidst an eco-learning environment, City Square Mall is an ideal venue for 3-Generation (3G) families to interact and bond through its diverse retail mix to cater to the varied needs of families.

Consistently award-winning since its inception in the areas of family, retail and green leadership, City Square Mall is Singapore’s first retail mall to be recognised and awarded with the BCA-MSF Universal Design Mark for Family-Friendly Business Platinum Award in 2018, and is awarded again in 2021, recognising its strong commitment to creating a family-friendly environment for shoppers. City Square Mall has recently been awarded the BCA Green Mark Platinum award, showcasing the exemplary green projects. The mall is also the first retail space in Singapore to be bestowed with the top-tier Green Mark Pearl Prestige Award in 2018 for its strong commitment in achieving greater environmental sustainability.

City Square Mall is owned and managed by City Developments Limited.

For more information, please visit www.citysquaremall.com.sg.

ABOUT SANRIO

Sanrio is the global lifestyle brand best known for Hello Kitty who was created in 1974, and home to many other beloved character brands such as My Melody, LittleTwinStars, Cinnamoroll, Pompompurin, gudetama, Aggretsuko, Chococat, Bad Badtz-Maru and Kerokerokeroppi. Sanrio was founded on the small gift, big smile philosophy – that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio’s business extends into the entertainment industry and includes the operation of a number of theme parks. Sanrio boasts an extensive product line-up of around 50,000 products, which are available in over 130 countries and regions around the world. To learn more about Sanrio, please visit www.sanrio.com and follow on Facebook, Instagram and Twitter.

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